

Press-Telegram
Southland

LONG BEACH, CALIFORNIA, SUNDAY, OCTOBER 29, 1950

MAGAZINE
Section



—Photo by H. S. Melvin

IT'S HALLOWEEN AGAIN

Hobgoblins ride the dark corridors of the night and it's high time for exciting celebration. Harold and Mildred Ferks "Bite the Apple," traditional Halloween party game for lovers.

'Glacier Priest' Films the Coast Guard



—Official U. S. Coast Guard Photos
Jack D. Parrish of Bellflower makes his first cruise into Alaska waters aboard the famous icebreaker craft.

By Vera Williams

LONG BEACH armchair adventurers—the same as other A. A.'s over the world—are looking forward to seeing Father Hubbard's new motion picture.

They have seen and heard the "Glacier priest" in his Long Beach lectures, they have read his articles and seen his thrilling pictures. Next will come an Alaskan 90-minute sound documentary, showing the contrast between the Coast Guard of today and the Coast Guard of 20 years ago.

Father Bernard R. Hubbard,

S. J., this year boarded the Coast Guard's famous icebreaker Northwind for the annual Bering Sea patrol. There was much opportunity for comparison because once again Father Hubbard was sailing with a shipmate of 20 years ago—Capt. Earl K. Rhodes, USCG, commanding officer of the Northwind. The two men had sailed Alaskan waters in 1930 on the old cutter Northland, when Capt. Rhodes was a lieutenant.

Wearied by the task of completing documentary films on

Arabia, Japan, China, India and other areas he recently had photographed, Father Hubbard was advised by doctors to take a rest. Despite the rugged constitution that belies his 61 years, Father Hubbard was ready for a change from his strenuous routine of "one night stand" lectures throughout the United States, appearances before the Senate committee on insular affairs to present his views on Alaska statehood and duties as head of the geology department of the University of Santa Clara.

Seeing an opportunity for a new film in the Coast Guard's 1950 cruise of the Bering Sea, Father Hubbard, a member of the Jesuit order since 1908, reactivated his Armed Forces chaplaincy to serve personnel of the Northwind, and boarded the ship with his photographic equipment for the four-month cruise.

Finding relaxation in the familiar waters of the Alaskan Gulf, Bering Sea and Arctic Ocean, Father Hubbard shot more than 10,000 feet of color film of the Northwind and her crew performing the multiple tasks of the patrol. His subject matter ranged from the refueling and supplying of remote lighthouses, lifeboat stations

and loran stations, to the medical and dental treatment of natives and government personnel by doctors of the U. S. Public Health Service transported by the Northwind.

ON HIS knees—no new position for him—Father Hubbard got difficult shots of LCVPs being lowered into the water from the deck of the Northwind. He noted a new recreation facility which adds pleasure and a touch of home



Father Bernard R. Hubbard, S. J., the "Glacier Priest" of world-wide fame, and Capt. Earl K. Rhodes, USCG, are shipmates again on the Bering Sea patrol.



Father Hubbard gets down on his knees, no new position for him, to film a difficult shot of lowering an LCVP.

the inside of a lifeboat was scrubbed clean, the lifeboat then was towed up a small stream of fresh water, filled, and towed back to the ship. Today, sea water is made into fresh water by evaporation.

Father Hubbard now is busy combining films he took 20 years ago of Coast Guard activities aboard the Northland with his new pictures taken aboard the Northwind for the new film.

Art in Wood Carving

By Jule Armin

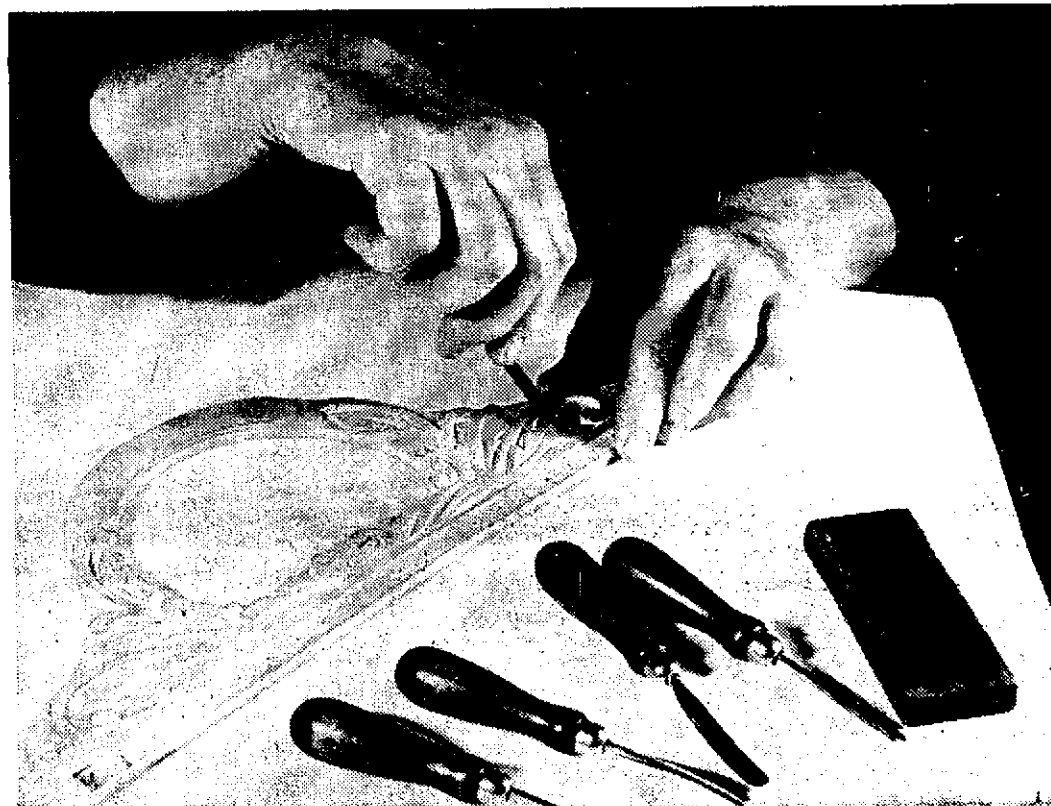
A WOMAN of many talents is Catherine M. Richter, 3 Acadia Rd., Rolling Hills. Artists are usually known for work in one special field, but this one flits merrily from illustrating Literary Guild books to carving full-sized hardwood doors, weaving dainty tapestries, doing water-colors, and working with ceramics, metal and jewelry. At present, her hobby is sketching California scenes for lithographing on notepaper, while she works on a book of applied design, which is to be published in the near future by Foster Art Service, Inc.

One of her carved doors bids welcome to the home of Ethel Willard Putnam, 1411 Elm Ave. It is an original design of twined flowers and leaves, forming a panel for an old-world door knocker.

Mrs. Richter's own door, at her Rolling Hills home, is a reproduction of the door of El Greco, famous artist, living about 1400, in Toledo, Spain. The outside mural, of the facade, of the San Pedro Library is also her work.

"Anyone who enjoyed carving initials on tree trunks, or school desks as a child, should give himself the pleasure of using his talent on something really worthwhile," Mrs. Richter says. "A well-planned pattern and careful workmanship turn that carving instinct into creative art. Large things like doors and chests are actually easier to do than the intricate designs for bag handles, book ends or picture frames, which of necessity are small and therefore require more muscular control, in cutting."

As an example, she displayed a snack tray in the shape of a



—Photo by Author

Here is a tip on starting a carving: Trace pattern on wood, then cut along the edge of the design, holding the cutting tool slanted down and outward.

fish. The fins and graceful curves of the body made the tray divisions.

"This is the easy sort of thing to begin on," she said. Big simple lines, without puttery details. Whatever is chosen, a paper pattern of exact size should be made first. Draw the design, eliminating all fussy little lines. Trace it on wood with as little grain as possible. Then, with a sharp-pointed knife, outline the design, section at a time. Hold your knife on a slight slant, down and out from the design, to give a beveled edge. Sharp edges are more apt to chip. Dig out the low part of the design, being careful not



—Photo by the Author

Persons of modest talent can develop skill in carving wood, according to Mrs. Catherine M. Richter (above).

IMPORTANT REASONS WHY MEN 17 to 34 SHOULD JOIN THE NATIONAL GUARD

1 You'll be trained to meet the future. If world events become more critical and more men are needed to strengthen America's military power, you'll be prepared.

Your Guard training will put you a step ahead. You'll be better equipped, with better chances for promotion.

2 You'll learn important skills. If your hometown unit is not called to active duty, you'll find your Guard training invaluable to your civilian career.

You'll learn specialist subjects that will increase your earning power—and you'll be paid regular Army and Air Force pay scales while you learn.

3 You'll serve with your hometown outfit. Your National Guard unit is your hometown organization, made up of your friends and neighbors.

ACT NOW—send the coupon below for more information about what the National Guard offers you.

KEEP YOUR GUARD UP!



CHIEF, INFORMATION OFFICE
NATIONAL GUARD BUREAU
PENTAGON BUILDING, WASHINGTON, D. C.

NAME _____ AGE _____

STREET _____

CITY _____ ZONE NO. _____ STATE _____

PERPETUAL
CARE
CEMETERY

Green Hills

NON-
SECTARIAN

... the most desirable
cemetery property in
Southern California

We want the people of Long Beach to know that we appreciate their great interest in the growth of Green Hills Memorial Park. Why not see this desirable property for yourself. Just call your Long Beach office, at 900 Atlantic Avenue, telephone 70-5868, and a courteous, trained advisor will be happy to conduct you on a tour of the park, and assist you in the selection of your Family Memorial Property. Our BEFORE NEED PLAN makes it possible for you to purchase Family Memorial Property before the need arises, on easy monthly payments.



Long Beach Office
900 Atlantic Ave.
Phone 70-5868

Property
as Low as
\$50

Convenient Terms

GREEN HILLS MEMORIAL PARK
900 ATLANTIC AVE.
LONG BEACH

Please send me, without obligation, information on your BEFORE NEED PLAN.

NAME _____

ADDRESS _____ CITY _____



—Photo by Charles Sundquist.

The door of the home of El Greco, 13th Century Spanish artist, served as a model for the door of Richter home.

IN THIS Section

VOL. 3 No. 39

Homes	9-11
Gardens	6-7
Pictures	3
Fashions	5
Cooking	5
Movies, Music	8
Books, Art	4
Realty, Building	12-13

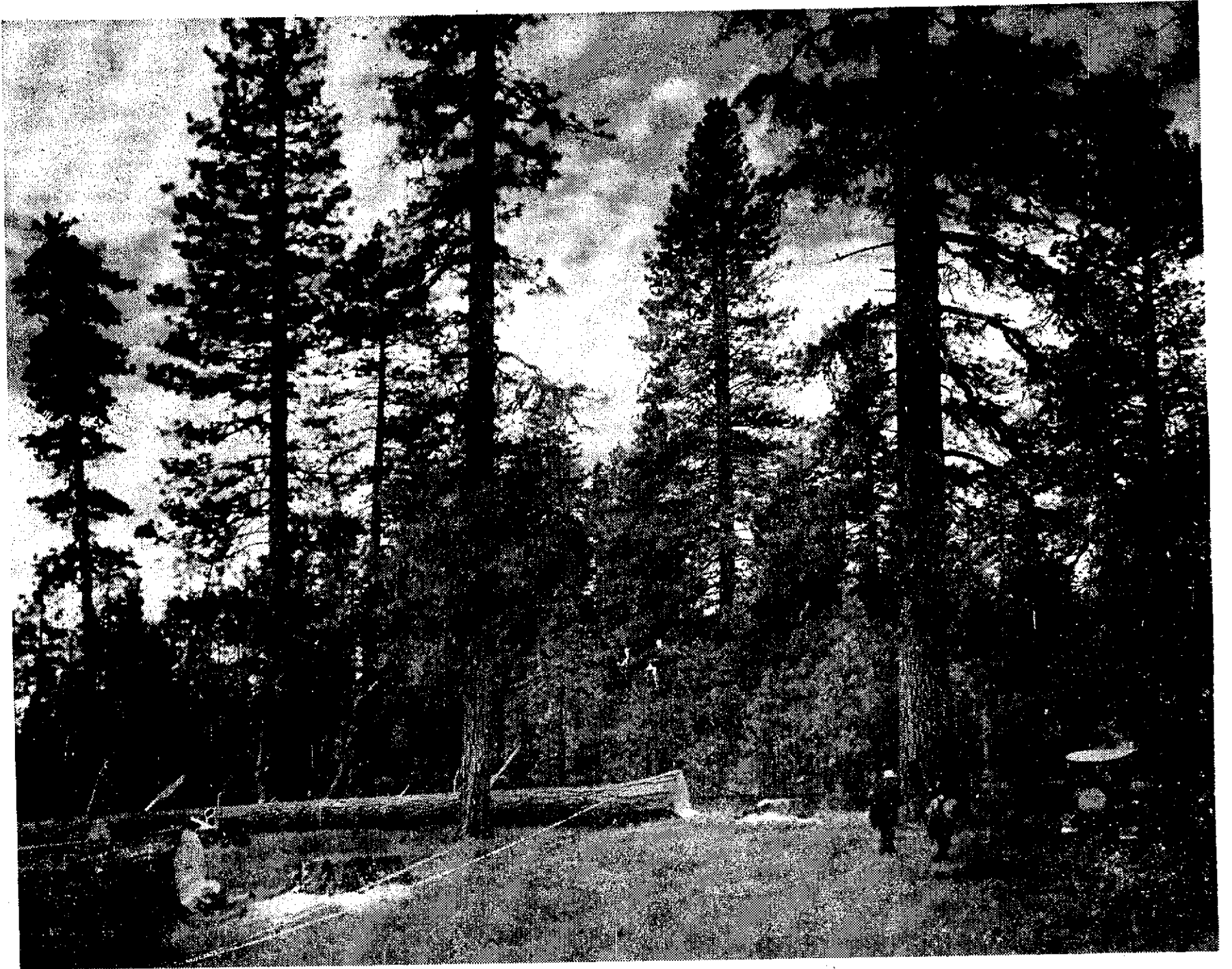
Member
**PACIFIC SUNDAY
MAGAZINES**

FRED TAYLOR KRAFT,
Magazine Editor

Timber is a Crop



Trained forester marks trees for cutting in one of the big western forests from which comes timber to construct vital American homes.



As timber is cut, young growth and mature seed-bearing trees are left for reforestation. Clearing some of the trees opens up area to sunlight and greater quantities of moisture, thus younger trees gain a better chance.

Timber is a crop. Within the meaning of that four words lies the industrial concept of good forestry today. For after all, timber thrives on good management. The methods of management to produce the best results are determined with best growth vary with species, soil, and climate, but no longer is it a "cut out and get out." Harvesting timber within the Western Pine Region, an area covering 11 Western States and comprising 35 per cent of the total acreage in the United States, is done in selective cutting of the forest, taking only the over-mature trees. This opens the forest to more sunlight and cuts down the competition for moisture, permitting younger trees and seedlings to grow faster. The process, mature trees are left to provide seeding sources for continuous reforestation of the species. Many safeguards are set up. Pictures on this page show some of the procedures followed in timber farming.



Young pines grow rapidly under influence of more sun and water. Section of tree from top to man's hand is growth within one year.



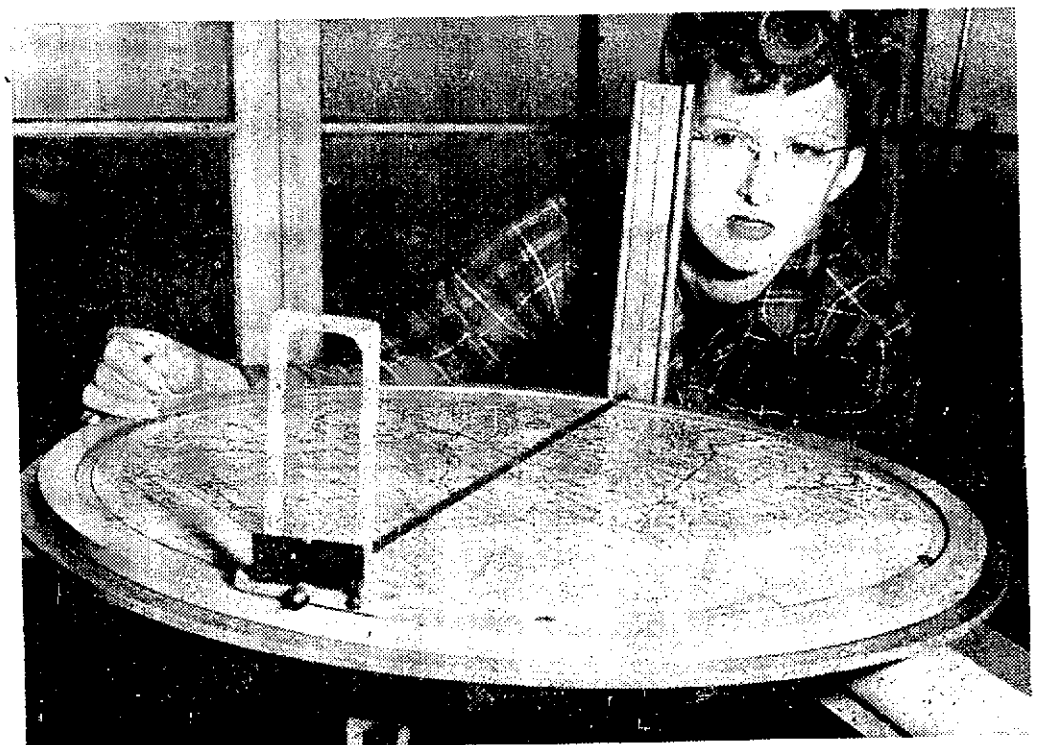
An abandoned logging railroad grade is soon reclaimed by natural forest regeneration. All traces will be gone within a few years.



Picture shows successive steps in forest cycle—stumps of an old cutting; young, future timber; mature trees nearing harvest time.



Rigid standards must be met by timber owners to win award being affixed above.



Fire is the chief hazard. Modern devices, like the fire-spotting gadget used by girl above, help protect the valuable timber crop.

—Photos Courtesy Western Pine Association

'Cheaper by Dozen' Family Returns

By Vera Williams

SELLER ON THEIR TOES, by Frank B. Gilbreth Jr. and Ernestine Gilbreth Carey. 237 pp. New York: Thomas Y. Crowell Co. \$3.

THIS book, which has in its pages many a chuckle and hearty laugh and a touch of pathos, carries on the fortunes and the varied careers of the Gilbreths whom avid readers met with tumultuous joy a couple years or so ago in "Cheaper by the Dozen." It is not so funny as "Cheaper," but it does very well. It necessarily is less funny because it carries on the family story after the death of Dad, who was Frank Bunker Gilbreth, explosive originator of motion study. The family was saddened also by the death of one child.

When Dad died in 1921, he left Mother, Mrs. Lillian Moller Gilbreth, with 11 children, the oldest of whom was 18. She carried on with a great deal of quiet courage, continuing dad's business, giving his lectures, keeping house, bringing up the children. How she ever put up with them and their shenanigans is something the reader never will quite understand.

The gay account of the incessant battle with the budget, the Herculean effort to get the 11 through college, Ernestine's adolescent romance threatened by her brothers' fertilizer business, and Martha's efforts to parade her charms within father's beachwear regulations (skirts to the knees, shoulders covered, black stockings) make this one of the entertaining books of the season.

Mother, it may be remembered, was named by the American Women's Association as Woman of the Year. This is essentially her book.

Writer Lifts Iron Curtain

By Ray Gise

THIS IS RUSSIA—UNCENSORED, by Edmund Stevens. 200 pp. New York: Doubleday, \$2.75.

AUTHOR STEVENS, former Moscow correspondent for the Christian Science Monitor, is well qualified to speak on Russian affairs, having lived in the land of the Soviet for more than a decade; and he does such a remarkable job that this book won for him the coveted Pulitzer Prize.

Stevens paints a bold, clear picture of Russia on a broad canvas. He covers every aspect of life under communism, from the top brass to the lowly peasant. Every detail of the many facets of Russian life and politics is fully documented.

"This Is Russia—Uncensored" is remarkable for its lack of prejudice or bias, so much so that it will be a potent weapon in the hands of thinking people.



Edmund Stevens is author of "This Is Russia—Uncensored," winner of Pulitzer Prize. See review.

Great Americans Chat About Selves

By Fred Taylor Kraft
Press-Telegram Book Editor

WE SPEAK FOR OURSELVES, an Anthology of American Autobiography. Edited and with an introduction by Irving Stone. 462 pp. Garden City, N. Y.: Doubleday & Co. \$5.

IN THIS remarkable book are chapters from the lives of 64 Americans—little chats in which famous men and women discuss the high points in their lives. Each is afire with human interest, drama or adventure, often filling an important gap in the history of our nation.

Among those whose great careers become better understood after reading this book are Benjamin Franklin, James J. Corbett, Jane Addams, Clarence Darrow, Geronimo, William Allen White and David Crockett. Franklin tells how

he came to start Poor Richard's Almanac and how he fed his Almanac to be of greatest value to early Americans. Geronimo describes how he was tricked and wronged by the white man. Corbett sets down his reactions of his flight with Sullivan for the championship. Darrow describes his side of the famous "Dayton Case" in which he was aligned against William Jennings Bryan.

There are 64 such chapters. "We Speak for Ourselves" takes the reader through virtually every phase of American life. Because it does this, and because it is frequently dramatic, often amusing and always tolerant even as greatness must be tolerant, it is a book that will stand the test of time in every family library.

Unusual Books

IF YOU like the forests you will find an absorbing interest in "A Natural History of Trees of Eastern and Central North America," by Donald Culross Peattie (Houghton Mifflin, \$5). This elegantly-printed book, ably illustrated by Paul Landacre, presents masterfully and with labor of love the history and description of every species of tree native to the eastern and central portions of this hemisphere. Inasmuch as a great number of these trees also are found in the west, the book is important to Californians, and the fact that Author Peattie is nationally-known as a naturalist and botanist makes it authoritative to the last detail.

THOSE who prefer the short story to other types of fiction will find a rich experience in "Mixed Company," collected stories of Irwin Shaw (Random House, \$3.75). Although Shaw demonstrated his ability as an extremely able novelist in his recent best-selling "The Young Lions," he won literary renown as a master of the short story. This book contains 37 tales, among them the most talked about in his entire career.

EARL CHAPIN MAY, contributor to the magazines, and Will Oursler, son of Fulton Oursler, have combined their talents to write "The Prudential—A Story of Human Security" and publication of the volume coincides with the 75th anniversary of the founding of the Prudential Insurance Company of America (Doubleday, \$5). Painstakingly researched, it is more than a factual record of the company's growth; it is a dramatic account of man's struggle for security and protection of his loved ones.

JOHN O'HARA'S "A Rage to Live" and John P. Marquand's "Point of No Return," best-sellers both, now may be obtained in flexibly-bound editions at an appreciable saving (Grosset and Dunlap, 75 cents each). These new editions are regular library size and are printed from the same readable type used for the regular editions.

Books, Writers

Mark Schorer Edits Important New Volume

By Joseph Joel Keith

PRENTICE-HALL has published one of the important new books, "The Story," edited by Mark Schorer. A scholarly and exciting volume of permanent value, we are offered some rare gifts: "Railway Accident" by Thomas Mann, "Gorseberries" by Anton Chekhov, "The Grave" by Katherine Anne Porter, "Love" by

Guy De Maupassant; these high intelligences and others—Henry James, Eudora Welty, Walter Van Tilburg Clark—are featured. The learned editor's critical remarks add immeasurably to the lasting value of this splendid anthology, a book for both student and scholar. And for the new reader, reaching for his new age of growth, here is a fine collection that will certainly enrich the mind.

Shorthand Modernized

CLIMAXING a number of years of teaching Gerber's international shorthand, a system invented by Osborne Garber of Long Beach, Miss Mabel Nora Crain, 532 Pine Ave., has brought out a new book, "Crain's Method of Teaching Garber's International Shorthand."

Miss Crain calls this system "a modern system of writing in which the symbols carry such complete sound that it is possible to write any word or combination of words the writer hears distinctly."

Symbols for the vowels—the most used sounds in the English language—are straight lines. Curves are made with right and left motions, and by using three positions—above, on and below the line—vowels may be indicated without writing them.

Illustrations make it possible for a student to learn the method by home study, says the teacher-author.

MARK SCHORER, editor of this critical compilation, is professor of English at the University of California at Berkeley.

ELMER WHEELER gives us two books in one: It is a "how to" volume and as witty as the best of the New Yorker's humor. Elmer Wheeler, who wrote "The Fat Boy's Book," tells how Elmer lost 40 pounds in 80 days. If the gentlemen and ladies who are slim only once in a while, whose departing forms are not as willowy as the graceful sapling, will take Elmer's advice—Don't be a Starchy Archy, no second servings, stay out of the frying pan—loss of poundage is guaranteed. Instead of reaching for that Fluffy Goo Dessert, it might be a good idea if the Starchy Archies and Bouncing Bertinas reach for this funny volume instead; it's guaranteed to laugh off another pound.

PRENTICE-HALL tells you to try it. Mr. Wheeler's "diet" book; it's common sense advice for Fatso enslaved by double maledets, and you won't be starved for humor.

The Week's Crime

A SHOT OF MURDER, by Jack James. New York: William Morrow & Co. \$2.50.

A LONG PEEK behind the Iron Curtain helps make this good entertainment, with an Ohio newspaperman the hero in a search for an American girl who has disappeared from Krakow, Poland, because she knows too much. A new drug in mystery circles is introduced, too—the anesthesia said to have been perfected by the Nazis in experiments at the infamous concentration camp at Oswiecim. Jane and Rocky Rockwell and the robust society editor, Mrs. Pickett, team up again after their success in "What Rhymes With Murder" and "Do Not Murder Before Christmas."—J. E.



Rosemary Day, editor of The Spotlight, monthly publication of the Camera Guild, shows the gold plaque won by the club in P. S. A. bulletin competition. She wears medals she won this year and last year for being "champ" editor in U. S. and five foreign countries.

Camera Guild Editor Again Wins High Honor

FOR THE SECOND consecutive year, Rosemary Day, 6100 Rose Ave., editor of The Spotlight, monthly publication of the Long Beach Camera Guild, has received top honors in bulletin competition of the Photographic Society of America.

She won a gold medal for being editor of the best printed publication entered by camera clubs of virtually all states and five foreign countries. The Camera Guild received a gold plaque.

Arthur Jenks, president of Camera Guild, is associate editor of The Spotlight.

Judges were Whit Hillyer, editor of Popular Photography; H. G. Mitchell, journalism instructor, and George Rowan, Camera editor.

Atlanta, Ga.'s News; New York's Metropolitan News and

Miami, Fla.'s Retlaw Retina all tied for second place in the printed classification.

Chicago Color Camera Club's Projector won first award for bulletins other than the printed classifications.

Each judge received a complete set of bulletins and working independently scored each bulletin. The sheets then were summarized to give the total scores for each bulletin.

Mrs. Day is the wife of Millidge Day. They have a daughter, Jane, 7, and Tacos, a Chihuahua pup.

Spectrum Club's Show to Follow Fall Roundup

FOLLOWING the annual fall roundup for camping and sketching this week end on Temescal Water Co. property near Glen Ivy Hot Springs, south of Corona, Spectrum Club will hang its fall show at 225 E. Third St.

Pictures selected for the show are the best in the club's history, members believe. Landscape subjects range from a Pennsylvania Dutch farm by moonlight, painted by Theodore N. Ediss to a fisherman's cottage by Chester Smith.

Exhibitors and their pic-

tures: W. C. McCoy, "Afterglow"; R. V. Johnson, "Cathedral Group from String Lake," "High Sierras and Meadow," "Dad"; Karl Albert, "Landscape," "Spring Landscape," "Verdant Slope"; Ivan McMichael, "Across the Pass"; H. L. Rohrbough, "Roses"; William Dudley, "End of the Road, Zion National Park"; Theodore N. Ediss, "Sierra Spring," "Nocturne," "Desert Bloom"; Darrow Durham, "San Jacinto Wash," "Palo Verde," "Hidden Valley Sentinel"; Darwin Duncan, "Harvest Time," "Morro Rock," "Torro Creek"; Ed Lore, "Long Beach Harbor"; G. R. Gensh, "Van Cortlandt House, New York City"; C. R. Walline, "Desert in Bloom"; M. P. Tosso Jr., "Autumn Garb"; Chester Smith, "Summer in Squaw Valley"; Barton Hopkins, "Mission Creek, Santa Barbara"; Chester Smith, "Deep Canyon," "Fisherman's Cottage"; L. J. Lindberg, "The Birches."

Poem Wins

Winning manuscript in the Dierkes Press brochure contest is "Enchanted Drum," by Adelaide Love of Evanston, Ill. This collection of 28 poems will be published in November. There were 232 contest entries.

Horace Greeley Failed in Greatest Ambition

HORACE GREELEY: Voice of the People, by William Herken Hale. 377 pp. New York: Harper and Bros. \$4.

HORACE GREELEY was credited with one of the wisest and best preserved quotations of the 19th Century: "Go west, young man, and grow up with the country." Founder and editor of the New York Tribune, his word spread far and wide, and was the first among journalistic crusaders to become known to the then far coast of California. He backed California's John C. Fremont for President in 1856.

Lincoln, became a great power in swaying the thinking of the masses, yet never succeeded in his greatest ambition—that of becoming President. Uncle Horace's life was unique—one of the most unique among the giants of the press. He was a great showman, though eccentric. His readers often found him reversing himself on matters of importance. Author Hale portrays him clearly, and at the same time lights up the stage for those who wish to know more about the times in which he lived.—F. T. K.

Events of Half-Century Reviewed in Pictures

YEAR'S MID-CENTURY EDITION, 1800-1950, edited by Baldwin H. Ward. 256 pp. Los Angeles: Year, Inc. \$8.95.

HERE, without doubt, is one of the most important books to come from a publisher in 1950. It records, in more than 2000 dramatic pictures and 100,000 words, the history-making events of the last half century—the years through which many millions of Americans have lived. To these Americans, and even to others whose span of life is shorter, it will bring back momentous happenings, just as they unfolded through their busy days of yesterday.

Characteristic of its previous annual editions, the text is divided by year into parts for

clarity. This huge book is divided into six parts: "Pre-war Years—1900-1913"; "First World War: 1914-1919"; "Gay Twenties: 1920-1929"; "Troubled Years: 1930-1938"; "World War II: 1939-1945"; and "Mid-Century—1946." Every important subject is covered—sports, automobiles, aviation, movies and stage, music, art, books, disasters, crimes, fashions, science, etc., and the last chapter brings the reader up to date with the present conflict in Korea. "Year's Mid-Century Edition" will fit well on any library shelf for many years to come. It is a unique gift suggestion.—F. T. K.

Art Week to Start on Nov. 1

OVER THE nation, American Art Week will be observed Nov. 1 to Nov. 7. Locally, observance will be directed by the Municipal Arts Committee and the Cultural Arts Center Association. Mrs. Dean E. Godwin is chairman of the committee and president of the association.

Paintings will be placed in windows of downtown and Belmont Shore business establishments, with Mrs. Athena Hall, vice chairman of the Municipal Arts Committee, heading this exhibitions committee.

Miss Shirley Poore, art supervisor of city schools and Dr. John Olsen, art director of State College, will direct Art Week observance in the schools. Libraries will exhibit books on art and prints from library collections.

Long Beach Art Association will have its fall juried show in Pacific Coast Club Gallery; Spectrum Club, organization of men painters, will have its fall exhibition at 225 E. Third St.; Artists Guild of Southern California will have its fall show in Hotel Lafayette Gallery.

Art Film Group will entertain Artists' Guild exhibiting artists Wednesday evening in Hotel Lafayette, as honor guests at the showing of "Alexander Nevsky."

TEN MEMBERS of the Artists Guild of Southern California will show 20 paintings during November in Hotel Lafayette Gallery. Excellent craftsmanship is displayed by these professional artists, with plenty of variety in the show.

Exhibiting artists and their work: Laura Artz, "Serbian Church at Jackson," dramatic treatment of a California landmark; "The Sleigh of Tonah," beautiful textures of weathered wood in ghost town. Art Landy, "Summer Evening," woodland scene at dusk, and "Pastoral," shepherd watching flocks. Mabel Pavlov, "Still Life," study of textures in pastel colors. Helen Rousseau, "Golden Girl," dynamic portrait in modern style. Helen Crall, "Mount San Jacinto," desert landscape near Palm Springs.

Milford Zornes, "Old House in Tucson," water color with romantic atmosphere; "Colorado Gold Country," strongly-handled landscape of mining town; "Cliffs at Pismo," strong forms in rich colors. Lois Cytron, "Canal Carolers," amusing scene of water carnival; "Corona Del Mar Ranch," water color with far distances. Julie Polousky, "Misty Night," buildings in mist and moonlight; "Harbor Scene by Night," abstract handling of buildings and docks; "Sunrise Serenade," alley cats in early dawn light. Fran Soldini, "Prelude to Spring," first, bonnet which symbolizes new season; "Five o'Clock Flurry," mute appeal of forlorn objects; "Porky Pig and War Machine," abstract suggesting human greed in times of stress.

Long Beach Best Sellers

- FICTION
1. THE ADVENTURER, by Walter.
 2. BENNETT'S WELCOME, by Fletcher.
 3. THE CARDINAL, by Robinson.
 4. LONG THE IMPERIAL WAY, by Fletcher.
 5. THE ROMAN SPRING OF MRS. BY SKINNER.
- NONFICTION
1. BEHIND THE FLYING SAUCERS, by Schuyler.
 2. LONK YOUNGER, LIVE LONGER, by Bauer.
 3. DIARY, by Hubbard.
 4. NITS IN MAY, by Skinner.
 5. KON-TIKI, by Heyerdahl.
- JUVENILE
1. BETTER HOMES AND GARDENS, by Schuyler.
 2. GOLDEN CIRCUS BOOK, by Fletcher.
 3. IF I RAN THE ZOO, by Dr. Seuss.
 4. BIG BOOK OF COWBOYS, by Fletcher.
 5. THE PONY EXPRESS, by Adams.

Belief in Soul Held Correct

SCIENCE AND THE PURPOSE OF LIFE, by Boris Sokoloff. 234 pp. New York: Creative Age Press. \$3.

THE CONFLICT between science and religion is age old. Dr. Sokoloff has discovered there is much to be said for both and that there is a firm bridge between the two.

In this book he proves scientifically that man's belief in his soul is correct, that there is a nonmaterial factor which science cannot account for, and that the falsity of science lies in its uncompromising mechanism.

Dr. Sokoloff is also the author of "The Story of Penicillin."—R. G.

GUARANTEED VIOLIN INSTRUCTION \$5 PER MONTH Phone 2-1376

RECORDS

RECORD ALBUMS FOR VOLUMES OF ENJOYMENT! You'll find a COMPLETE selection of records and record albums at

CARL'S RADIO BELMONT SHORE 5110 E. 2nd St. Ph. 8-0172 WEST SIDE 2065 Santa Fe Ph. 7-1809

BE SURE AND SEE WALKER'S for all the newest books and best sellers

JOIN Walker's Literary Guild Book Club

reg. 2.75 to 5.00 guild selections

200 to members only for

2 BONUS BOOKS

Given Upon Joining YOU GET 3 BOOKS FOR 2.00

Pine at Fourth

2 Netherlands Stamps Issued

WILLIAM PRINCE OF ORANGE, founded Leyden University in The Netherlands. The university was founded as a permanent token of the prince's appreciation of the important part the town has played in the war of liberation against Spain.

To commemorate this occasion, The Netherlands has issued two new stamps. The 10-cent olive brown bears a likeness of Janus Douza, scientist, who was a leader in the resistance movement. He was the first governor of the university. The 20-cent blue-gray depicts Jan van Mout, secretary of the Leyden Tribunal.

STAMPS and COINS Thousands of Stamps at Each Color of 2c Each and Higher Also Better Grade U. S. and Foreign Stamps at Bargain Prices STAMP SHOP 1086 PINE AVE.

Knits Gain Favor

Knits are proving exceedingly popular for fall and give promise of continuing in favor far into spring. The Lou Reister collection from which the campus or career girl can select an entire wardrobe typifies the trend. There are three-piece ensembles which can be mix-matched or worn as separates and 5-yard-long fringed stoles, soft and light as a feather to be thrown nonchalantly about the shoulders as desired.



Knits are always smart, especially for fall, and to prove it is (left) an ensemble of cardigan, skirt and stole that is unusually dramatic in its eye-appeal and still is practical in its functional versa-

tility. At the left center is a two-piece knit suit that is practical and, right center, a 3-piece ensemble is smart. At right, crew neck cardigan, with or without pull-over; all from Westwood Knitting Mills.

Cookies are Versatile

By Mildred K. Flanary

WITH LUNCH BOXES to be dressed up and entertaining to be done—now that fall activities are beginning—cookies can be the answer to the question of what to serve.

Ginger snaps, molasses cookies, or what have you? They're good in any form, especially attractive to small children when cut in the shape of animals or nursery rhyme characters. For entertaining the bridge club, cookies should take on daintier forms. Here are some recipes to try on your next baking spree:

Gingersnaps
 1/2 cup shortening
 1/2 cup sugar
 1 egg, beaten
 1/2 cup molasses
 2 cups sifted flour
 1/2 teaspoon salt
 1 teaspoon soda
 1/2 teaspoon cinnamon
 1/2 teaspoon nutmeg
 1/2 teaspoon cloves
 1 teaspoon ginger

Cream shortening, add sugar gradually and cream well. Add egg and molasses, beat thoroughly. Stir in sifted dry ingredients; mix well. Chill the dough. Form in small balls, dip in granulated sugar. Arrange on greased cookie sheets, flatten with a fork or a glass. Bake 10 minutes in 400° oven, remove from cookie sheet immediately. Yield: 6 dozen.

Molasses Gingerbread Men
 1 cup melted shortening
 1 cup molasses
 1/2 teaspoon lemon extract
 1 egg, beaten
 4 1/2 cups flour
 1 tablespoon ginger
 1 teaspoon soda
 1 teaspoon salt
 Combine melted shortening,

(Continued on Page 7, Col. 1.)



Gingerbread men are perennial favorites with children. Let youngsters cut them out and decorate them to suit.

FREE HOME TRIAL
 AT LAST AN EASY WAY TO
Reduce HIPS and ABDOMEN
 NO CHARGE — NO OBLIGATION



No Diets • No Drugs • No Heat • No Vibration

APPROVED BY FAMOUS
 BEAUTY EDITORS—NEW!

THE RELAX-A-CIZOR actually makes inches disappear like magic. Often an inch the very first hour—while you read, sew or even nap! No effort on your part! Use at home.

NO SAGGING SKIN... Makes muscles and contours firmer and more youthful looking. Does not cause sagging skin like dieting. You really do become firmer, tighter and trimmer. Works wonders on double chins.

For Full Information Telephone

LONG BEACH 7-4453

Read What Users Say: "I lost 4" through the abdomen and 2" around the waist."—Mrs. M. W. B. "Two inches off my hips."—Mrs. A. R. "I have done miracles..." I wouldn't take a million for it!"—Mrs. C. R. Write RELAX-A-CIZOR, 261 East Fifth Street, Long Beach

...bet she's used a **Lady Bountiful**

The easy, economical method of NATURAL breast development which has enabled thousands of women to attain a full, firm, and fashionably feminine bustline during the past FIVE YEARS.

SAFE... Prescribed by Physicians

Call for our beautifully illustrated booklet containing numerous unsolicited testimonials and before-and-after photographs.

PH. 70-4911

FREE DEMONSTRATION — by appointment at your home or our Salon—No obligation.

Lady Bountiful

612 Heartwell Building
 19 Pine Ave. Long Beach

AN EXTRA MARGIN OF SAFETY!



"I HAVE TO KNOW ENGINES IN MY BUSINESS," SAYS **NORM HOLTkamp**

FAMOUS MIDGET CAR RACER AND HOLDER OF THE PACIFIC COAST RECORDS FOR THE FASTEST LAP ON A 1/2 MILE FLAT DIRT TRACK AND FOR 50 LAPS ON A 1/4 MILE DIRT TRACK.

"I USE TRITON IN MY AUTOMOBILE BECAUSE I KNOW IT WILL STAND UP LONGER, AND THAT MEANS BETTER ENGINE PROTECTION."

HOW CAN TRITON LAST SO LONG?

THE MAIN REASON OILS BREAK DOWN AT THE END OF 1,000 MILES OR SO IS BECAUSE OF OXIDATION—THE CHIEF CAUSE OF SLUDGE, ACIDS AND LACQUER. TRITON MOTOR OIL CONTAINS SPECIAL PATENTED COMPOUNDS THAT COMBAT THESE CONDITIONS SO EFFECTIVELY THAT TRITON ACTUALLY FORMS LESS SLUDGE AND ACID AFTER MONTHS OF USE THAN OILS USED TO FORM IN ONLY 1,000 MILES!

WHAT IS TRITON'S EXTRA MARGIN OF SAFETY?

TRITON WILL LAST FAR LONGER THAN 1,000 MILES. THIS RESERVE STRENGTH GIVES YOU A NEW LUBRICATING SAFETY MARGIN FOR YOUR CAR WHETHER IT'S NEW OR OLD.

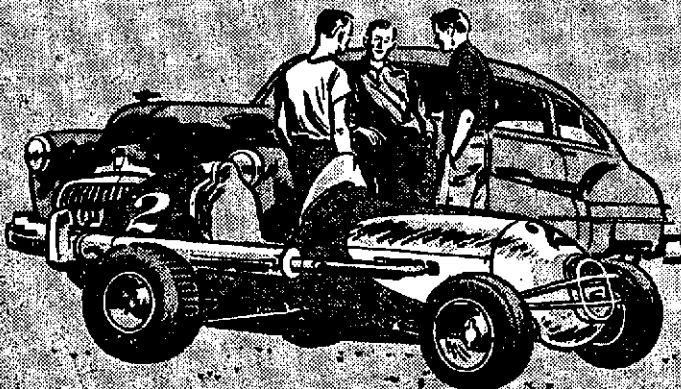
UNION OIL COMPANY
 OF CALIFORNIA



Notice: Triton is now sold by many independent dealers and garages as well as regular Union Oil stations. If your particular dealer doesn't carry Triton, ask him to stock it for you.

WON'T THE OIL GET DIRTY?

WITH TRITON, DARK OIL MEANS A CLEAN MOTOR! TRITON CONTAINS A SPECIAL DETERGENT ADDITIVE THAT GRADUALLY CLEANS YOUR ENGINE AS YOU DRIVE. THIS COMPOUND KEEPS LOOSENED DIRT AND SLUDGE BROKEN UP IN FINE PARTICLES THAT CAN'T HARM YOUR ENGINE.





—Photo Courtesy Germain's.

Violets are well suited to corsages, bunching, and other floral arrangements. Propagation time is now.

Grow Vegetables in Winter

By Bob Gilmore

GROWING vegetables in the home garden is easier during late fall and winter than during spring and summer. This, of course, applies only to Southern California growing conditions. In many other parts of the country vegetable growing during the winter season is an absolute impossibility.

This is the time of the year when weeds are on the decline. They do not compete with your other plants, robbing them of their necessary food and drink. The rays of the sun are not as hot now as they were several months ago. Your plants are in less danger of being cooked in the sun; nor will the soil bake as rapidly as it used to. In addition, you can expect some help from natural rainfall. You will not have to supply all the water.

There are approximately 18 or 19 different varieties of vegetables for late fall and winter growing. In other words, if you like spinach you can grow it. But if you don't like

spinach there are still several other varieties to choose from.

Among the cool weather crops you will discover such excellent types as cauliflower, cabbage and broccoli. All of these should be started from established transplants; it is somewhat late to sow seed at this time. The plants now available at nurseries are well on their way and you will not have to worry about preparing a seed bed or fearing low germination.

Keep in mind, though, that warm weather crops will not succeed at this time. Trying to grow tomatoes or beans dur-

ing the next few months will not prove a very sensible undertaking. If you care to experiment that is one thing. But if fresh vegetables are desired for your family then restrict your planting to the cool weather crops.

All of the smaller root and leaf vegetables can be grown on raised beds or in "double rows." This method of culture has been practiced successfully for years by large-scale growers throughout the west. Raised beds are constructed by erecting furrows parallel to each other and about 24 to 30 inches apart. The area between the

furrows thus becomes a raised bed. The plants or seed are started on the shoulders of the beds.

THE HEIGHT of the beds . . . or depth of the furrows . . . depends on the type of soil and the season. In winter and early spring and on fairly heavy soils the beds should be from eight to 10 inches high; slightly less for sandy soils. During the summer the furrows would be just about four or five inches deep. This is for the purpose of providing adequate drainage.

In light soils during winter make the beds about six inches high and in summer from three to four inches. The only real objection to this type of culture is that sandy soils in summer dry out so rapidly.

The surface lying between the furrows must be made smooth and level before planting. An ordinary rake can be used for this purpose. The moisture is supplied by running water slowly through the irrigation ditches; it moves to the root zone by lateral seep-



Loose leaf lettuce can be harvested by pulling the outer leaves as the plants grow in winter months.

age. The water must not be allowed to rise above the tops of the furrows; this would cause a flooding over the raised beds. Irrigating in this manner saves water and prevents soil cracking or crusting. Vegetables that can be start-

ed now, either from seed or from established transplants, include: beets, broccoli, brussels sprouts, cabbage, carrots, cauliflower, celery, chard, endive, kale, kohlrabi, lettuce, onions, parsley, peas, radishes, spinach and turnips.



—Photo by Earl Gillum.

The violet loses its "shyness" when given care. Profusion of blooms, long stems are the payoff.

ing flowers with both the home and commercial growers.

Considering the many traits of the violet, the flower's popularity isn't surprising. In the garden, the myriad purple blooms peeking out on slender, graceful stems are beautiful and refreshing in their fragrance. The mass of dark green, glossy leaves is cooling in effect and lovely to see. These low earth hugging plants also make an excellent ground cover, especially for azaleas and rhododendrons, because they are suited to the same kind of soil and treatment.

Another point in the violet's favor is the long blooming period. In the Southland, after the plant is well established, blooming may start early in the fall. The flowering period may last well into April or May. The November-December blooming is sometimes a little slow, or "shy," but by February and March, there is a spreading carpet of the luxuriant dark green leaves and hundreds of fragrant, deeply-hued flowers. Even after they finish blooming, violets retain their pretty green leaves for some time. Thus they add color and freshness to a garden which might otherwise look a little unbanked and summer weary.

Although not claiming the elegance of orchids or gardenias, violets hold their own as cut flowers. Picked long-stemmed and in profusion and arranged with a few leaves in a shallow vase, they make a fragrant and colorful center-

piece. A small cluster with several leaves becomes a scented nosegay on milady's fur collar. More elaborately, small pink rosebuds and ferns intermingled with violets make an attractive corsage for the bride-maid or sweet girl graduate.

PROPGATION is best done by removing offsets and runners and rooting them in flats of sand or directly in your garden. (Division of the crown is unsatisfactory because of the woodiness of the plant roots.) These runners, if planted, will root at the joints, forming new plants. This may be done in California in the fall, winter, or spring but never in the summer. (If healthy runners can be procured now, they will bloom next spring.)

Violets like a medium rich soil. However, if there is a lavish mat of leaves but scantiness of bloom, it may be that

the soil is too rich. Conversely, if both plants and blooms are scrawny in appearance, then it may be that enrichment of the soil is indicated. Well decayed manure, sometimes the addition of a little lime or gypsum will help. Another quick first aid treatment for sickly violets is to poke plant vitamin pills into the ground between the plants, followed by generous watering.

Violets prefer morning sun and afternoon shade. The violet beds should be kept moist but not flooded with water. Lifting and dividing the plants every second or third year is important, too, to prevent their choking out.

Perhaps the most common enemy of violets is the red spider. An oil or nicotine sulphate insecticide will take care of them " pronto." Snails, too, love to feast on violets. Poison bait, of course, will put a quick end to these pests.

Mulching Pays Off

By Walter Finch

MULCHES covering the soil around growing plants are a substitute for cultivation which is growing in favor. They have long been used by practical gardeners, and various materials have been tried for covering the ground, to prevent weeds growing and shade the surface.

Paper mulch, and even stones and slabs of concrete have been experimented with. But tests by the Ohio State Experiment Station, emphasizing the importance of soil aeration, indicate that the best mulching materials allow free circulation of air through the top eight inches of soil.

Mulches of fresh organic material, such as manure, straw, alfalfa, peat moss, lawn clippings and others, stabilize the granular structure of soils and prevent surface compaction, says an Ohio report.

In testing various mulching materials, it was found that when seeds of *Chenopodium fescue* grass were sown between plant rows, it produced the same effect as a good manure mulch, at considerably less expense.

Sown at the rate of three pounds to 100 square feet, this grass makes a thick growth, the report says. *Chenopodium fescue* is used because it withstands shade cast by the plants. Toward fall the grass dies out. Crop production is said to be as good as when any other mulching material is used, and the cost less.

This suggests that home gardeners can sow grass seed between rows of flowers and



Mulching has been found to pay dividends in many ways. It helps keep soil moist and control weeds.

vegetables and instead of cultivating, use a lawnmower. Rye grass is suggested for garden use rather than a fescue.

WASTE lumber is used by some gardeners, to shade the ground between rows. By laying down boards when planting the garden, and walking on them rather than the soil, the ground is kept loose, and by shifting the boards between rows, weeds can be killed without hoeing.

Excellent results can be obtained from a heavy mulch of dry lawn clippings, applied a little at a time. The first application should be well mixed with the top soil; and then it may be built up to several inches in thickness, so that weeds are kept down and evaporation checked, but at the same time rains are allowed to penetrate the soil. Tomatoes especially like a mulch of this kind.

Spring-Action Rake

EVEN though this is the Southland, and flowers bloom here the year around, there will be leaves to rake this fall and gardeners are beginning to think about that annual fall chore.

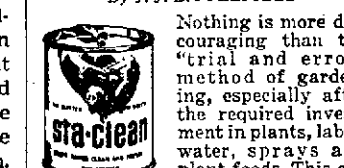
A new spring-action rake, designed to make the job easier, has just been put on the market. The teeth, made of special flat spring steel, are hardened and oil tempered. They are held in place by a patented slot-and-key construction. A flange on the spacer provides four-point suspension of the teeth and when this spacer is oiled, the rake is said to give long service and surprisingly springy action.

A unique feature of this Dison rake is its backbone spring, bolted to the handle, which takes the strain off the teeth.

and makes it possible for the frame to be lighter and stronger. This, of course, works to the benefit of the gardener because it makes the work less tiring.

AVOID "TRIAL & ERROR" GARDENING

By J. I. LITTLEFIELD



Nothing is more discouraging than the "trial and error" method of gardening, especially after the required investment in plants, labor, water, sprays and plant foods. This can be avoided if you'll make a habit of asking your garden supply dealer for free copy of the Red Star Garden Chats, the first of each month. These pamphlets are packed full of seasonal, current gardening information. Follow through on the horticultural suggestions, feed plants regularly with Red Star GRO-MASTER, the Southland's complete plant food and before you know it, you'll be doing "green thumb" gardening too. To completely cleanse and soften grubby, garden-soiled hands, try STA-CLEAN, a lanolin-coconut oil base cleanser. Rub Sta-Clean on hands, work in well and wipe off with cloth or paper towel. No soap, no water—no dry, chapped hands! Sta-Clean is available at garden supply dealers.

FREE . . . the indispensable Red Star POCKET GARDEN GUIDE. 72 pages of easy-to-follow instructions for home gardening. For your free copy, send the Star or words "RED STAR" from any Red Star product to Red Star Fertilizer Co., Downey, Calif. (Attn: Dept. L.)



MAKE YOUR YARD A SAFE PLAYGROUND WITH



CYCLONE FENCE

Easy terms
Expert erection service
Permanent chain link protection for children, pets, property

Cyclone is the trade-mark name of fence made only by Cyclone Fence Division. Accept no substitute.
Phone Long Beach 7-4505

For Free Estimate
CYCLONE FENCE DIVISION
419 E. 4th St., Long Beach, California
820 Thompson St., Glendale, California
Phone
Chapman 5-2635 Citrus 4-2185

NO JOB TOO LARGE—NO JOB TOO SMALL FOR CYCLONE

Tips on Gardening

GARDENING tips for the week. . . For green salad crops, plant seed of lettuce, endive and chard. For root crops beets, carrots and radishes do well during this time. Vegetables must be kept in continuous growth; this means plenty of water. If moisture is kept back the crop may prove tough and unpalatable. After planting your bulbs

you can grow a ground cover for color. This can be done as soon as the bulbs are planted or later next spring. Varieties such as alyssum, pansies and ageratum should prove useful.

Do not cut grass too short. Even during fall and winter the lawn, after cutting, should have a height of at least one and one-half inches; one and three-quarter inches would be even better.

FUCHSIA-LA NURSERY

Long Beach's Largest and Most Complete Nursery
3569 ATLANTIC PHONE 4-3221

Annual Rye, lb. 20c	White Clover, lb. 1.50
Perennial Rye, lb. 35c	Blue Grass, lb. 1.10
Wintergreen Mix, lb. 39c	Perennial Green, lb. 1.05
10 lbs. for 3.50	Best Mix . . . No Rye

All seed carries a certificate for purity, percentage of blend and date of germination test.

ONE STOP . . . ALL NEEDS FOR YOUR LAWN OR GARDEN

LAWN MOWERS
SOLD, SHARPENED AND REPAIRED
We Use and Recommend Liquinox Fertilizer

Fall Gardening OCTOBER CLEARANCE AND FALL BULB SPECIALS

CAMELLIA DAIKAGURA Early-V. Variegated Variety
1 Gal. 98c 5 Gal. 4⁵⁰

BLUE LAWSON CYPRESS	1 Gal.	49c
DWARF GOLDEN ARBORVITAE	1 Gal.	69c
JUNIPER PHITZIERIANA	1 Gal.	59c

PYRACANTHA GRABERI Deep Red Berried Type
1 Gal. 59c

HOLLAND TULIP, Top size bulbs	Doz.	79c
HOLLAND HYACINTH, No. 1 grade bulb, Each	15c	
KING ALFRED DAFFODILS	Doz.	75c

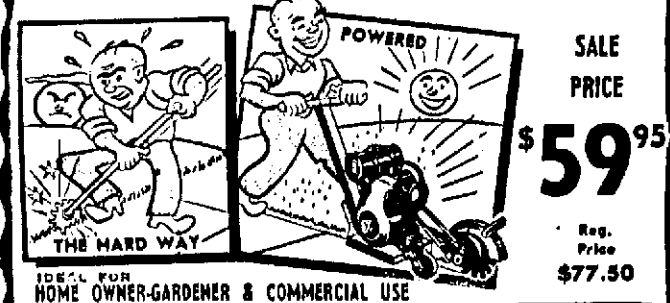
DICHONDRA Per flat. 65c

CALENDULA Snap Stocks 3 Doz. 57c

PANSIES 2 Doz. 49c

ALICE'S NURSERY
16021 S. PIONEER BLVD.
South of Excelsior High—Norwalk
PHONE TORrey 5-2382

EDGE YOUR LAWN IN MINUTES



SALE PRICE \$59⁹⁵
Reg. Price \$77.50

IDEAL FOR HOME OWNER-GARDENER & COMMERCIAL USE

Phone Newmark 5-2148
FOR FREE DEMONSTRATION (Service Charges Added Within 30 Miles)

TRIMEDGE CO. 15809 S. Atlantic Ave., Compton, California
Edging, Trimming and Bordering Made Easy. Fully Guaranteed
—OPEN SUNDAY—

Imported Holland Bulbs

King Alfred Daffodils \$1²⁵
Double Nose No. 1. Doz.

HYACINTH 15c \$1.50 doz.
TULIPS All Colors 85c doz.

Gladiolus Bulbs . . . 60c doz.

CAMELLIAS

PINK PERFECTION IN BLOOM 79c
1-GAL. CANS

Golden Arborvitae 1-gal. Can. 85c

Armstrong Juniper 1-Gal. Can. 85c

Blue Lawson Cypress 1-Gal. Can. 69c

PYRACANTHA with Red Berries 1-Gal. Cans 89c

Kitano's Atlantic Nursery
15601 S. Atlantic, Compton
Phone Newmark 5-1590

Gardening with 'Little Bulbs'

By Eleanor Avery Price

EFFECTIVE gardening with "little bulbs" is keyed to selection of planting sites. The small bulbs and their shy flowers are most beautiful when naturalized, that is, planted informally, in drifts on the outskirts of the garden, in woody locations, on slopes, or any place where they can pop up among grass and wildflowers.

If desired, they may be grown more formally in situations such as in front of shrubbery, bordering walks, circling under trees, etc.

It is quite necessary to keep the surface over these bulbs free from moss or mold. Use a fine gravel or cinder over

the plantings. Drainage, however, is even more necessary. Use sand cushions under each bulb. Pack prepared earth firmly around each bulb, or air pockets may cause delay.

Crocus planted at a depth of three inches in the fall will greet the early March sunshine in shades of whites, yellows, blues, and midnight-violets. Plant in groups of a dozen bulbs. Mulch with a light covering of grass clippings or leaves. Adequate acid in the soil is helpful. Do not dig up crocus every year. Wait until the clumps are crowded. Crocus are particularly

charming when grown with violets, bleeding heart, the Christmas rose, delicate ferns, or any other woody plants. The same is true for the gallant little snowdrops, galanthus, with the flaring petals revealing inner, green-tipped caps.

THE VARIOUS scillas are a joy to see in the springtime. The fairy-like early scillas seldom grow more than ankle high, and so make ideal miniatures for rockeries. These bulbs are sometimes referred to as Siberian squill.

Scilla hispanica, commonly called Spanish bluebells, are larger blooming than the early scilla. These bulbs thrive in very dense shade and provide welcome colors of blue, pink, or white. All scillas grow taller in shade than in sun and so should not be planted so profusely in heavy shade. Plant at a depth of about three inches. The flowering onions, allium and tritella, are fairly hardy in Southern California. The foliage unfortunately has the scent of an onion. This feature need not be objectionable if they are planted where no one walks upon them. Plant at least two inches deep and then do not disturb. If there are any bulbs that you are not sure you wish to become permanent members in the garden, check their growth by first placing a strip of small-meshed, rust-proof wire on the bottom of the bed. Bulbs then cannot work deeply into the ground.

Blue and white grape hyacinths are plentiful and inexpensive, and they are as attractive as a cluster of jewels. Also they are delightfully fragrant. The bed should be spaded and enriched with humus, and a mulch used after

bulbs are planted. Grape hyacinths prefer partial shade, but are fine for borders, rock gardens, and pots, for they grow only about six inches high.

GRANDMOTHER prized snowflakes, or leucojum aestivum. Snowflakes are informal bulbs that thrive in sun or light shade and grow to one foot. The April and May flowers are like little bells, with several flowers on a stem and white tipped with green. They make good cut flowers for they keep several days. Plant rather deeply even though the bulbs are small.

Miniature daffodil or narcissus bulbs should be planted from two to three inches deep. Since these charmers almost always turn their faces south, you should keep this in mind when choosing their site. Daffodils are not pampered garden pets but like fairly fertile loam that drains well. Add humus or sand to heavy soil. Divide clumps at the end of the third season, replanting them the same day they are dug. They can be stored safely in the ground.

Other "little bulbs" not too well known include muscari, leucocoryne, waterlily tulips, lady tulips, chionodoxa, and glory-of-the-snow.

Old Favorites

NEW FLOWERS are always interesting, but no doubt there are hundreds of old-timers which would be new to you. It is fun to try out some of these each year.

Thrip Control

Gladiolus thrips can be controlled by dusting the plants weekly with 5% DDT.



—Photos by Gladys Dising.

Miniature daffodils are shy little flowers but are extremely hardy and excellent for planting in rockeries.

Camera ANGLE

By The Shutterbug

PICTURE taking is subject to seasonal change but it is one field in which this is highly desirable because these seasonal changes add variety that is a flavorful dash of spice in your snap-shooting.

Fall brings wonderful opportunities for scenes that tell a story of autumn beauty. If you do your shooting in color, the jewel-toned hues of the foliage seem to have been painted there just for your camera.

This time of year also brings a revival of many indoor activities which had been abandoned — or moved outside — during the summer months. And that means more pictures by artificial light—so you'll be thinking in terms of flash bulbs and photoflood lamps.

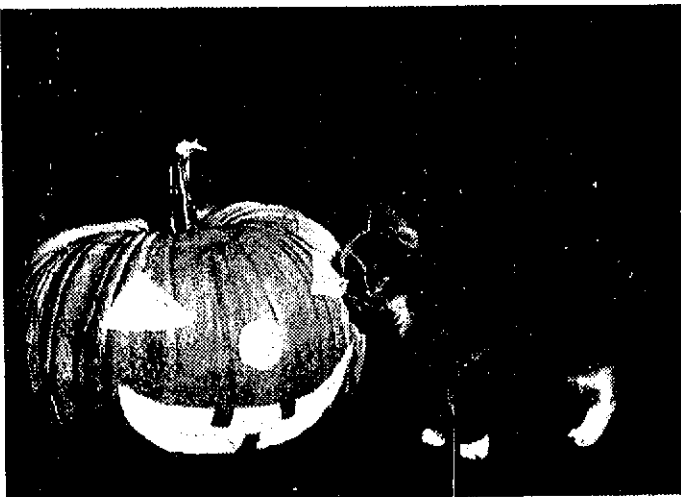
Fall also has its share of special occasions that demand pictures. The colorful football games on perfect Saturday afternoons almost insist on your using your camera. It doesn't matter whether it is one of the big games of national importance or a contest between the local high school and its arch rival from a neighboring

town—there'll be plenty of good pictures for you.

Halloween is, of course, one of the more unusual of the special days we observe. With its legends of witches on broomsticks and ghostly creatures that pass in the night, it takes us out of a world of reality into a pleasantly shivery, story-book land. And with it come ideas and opportunities for picture taking that are equally different from our usual approach.

While it certainly isn't a new idea—in fact, almost everyone tries it at one time or another—I still have a weakness for pictures of Jack-o'-lanterns. You can always live the idea with your own novel interpretation.

In the accompanying picture a photoflood bulb in the pumpkin provided strong, even lighting for the grinning features and a flash exposure made certain that any movement of the inquisitive kitten wouldn't result in a blur. You can do equally well with the traditional candle illuminating the lantern and a one or two-second time exposure—if you limit yourself to subjects of dependable quietness. In other words, if you are going to use a kitten or small child with the



Halloween is a fine time for making amusing shots such as this. Light in pumpkin provided good light.

Jack-o'-lantern, you'd better stick to flash.

WITH THE CAMERA CLUBS... Long Beach Photo Forum will hold its annual banquet and installation of officers, Wednesday, 8 p. m., at the Brittany Kitchen, 62 Atlantic Ave. Under the leadership of Arthur Gutierrez, this organization has made great strides. Interesting programs, field trips and monthly competitions have contributed to a most successful year. The group has recently become affiliated with the Southern California Council of Camera Clubs. New officers to be installed include Ardean Nielsen, president; Marguerite Wells, vice president; and Alvin McEwen, secretary-treasurer. The Shutterbug congratulates the Photo Forum on the year's achievements and is confident that the new club year will

be just as successful. The Boys' Club photography group will meet Tuesday, 6:30 p. m., at their clubhouse, 1585 Chestnut Ave. Incidentally, why not drop in to the Boys' Club some Tuesday night with your camera—there are picture possibilities everywhere you turn and you will be warmly welcomed by the boys and their director, Maurice Bugbee.

THE ANNUAL listing of "Who's Who in Color Slide Photography" for 1949-50 has just been released by the Photographic Society of America. Among local photographers receiving this coveted honor are Elva Hayward, Henry McCutchen and Roland W. Lee of the Long Beach Camera Guild, and Helen W. Smith. Eligibility for this rating is determined by the number of color slides accepted in exhibitions held in accordance with P. S. A. standards.

Cookies Are Always Versatile

(Continued From Page 5.)

molasses and lemon extract in large mixing bowl. Add egg and blend well with six-flavored fork. With junior miss one-cup sifter, sift and measure flour and put into big sister 5-cup sifter. Add ginger, soda and salt to flour in large sifter. Sift dry ingredients into molasses mixture and mix well. Chill dough until firm enough to roll. Roll out about 1/4-inch in thickness, cut with gingerbread man cookie cutter and bake on greased cookie sheet in moderately hot oven (375° F.) 12 to 15 minutes. Makes about 5 dozen cookies.

Sour Cream Cookies

1 cup shortening
1 cup sugar
2 egg yolks
3/4 cup thick sour cream

1/2 teaspoon salt
1 teaspoon nutmeg
1/2 teaspoon soda
3 to 3 1/2 cups sifted flour
1 teaspoon vanilla

Cream the shortening gradually add sugar and cream well. Add beaten egg yolks and sour cream. Gradually add sifted dry ingredients, mixing well after each addition. Add vanilla and mix well. Put through a cookie press onto ungreased cookie sheets. Bake 10-12 minutes, 400° F. oven. Yield: 10 dozen cookies.

Children's Cookie

1 cup shortening
1 1/2 cups granulated sugar
3 eggs beaten
1/2 teaspoon lemon extract
1 teaspoon vanilla
3 cups sifted flour
2 teaspoons baking powder

1 teaspoon salt

Cream shortening, gradually add the sugar, cream well. Add well beaten eggs and flavoring extract. Add sifted flour, baking powder and salt to creamed mixture. Place dough in refrigerator and chill for several hours. Roll out on floured canvas. Cut into desired shapes using large cookie cutters. Sprinkle with colored sugar. Place on ungreased cookie sheets. Bake 12-15 minutes, 375° F. oven. Remove from sheets immediately. Yield: 7 dozen.

Ambrosias

1 cup shortening
1 cup brown sugar
1 cup granulated sugar
2 eggs
1 tablespoon orange rind, grated
1 tablespoon lemon rind,

grated

1 teaspoon vanilla
2 cups sifted flour
1 teaspoon baking powder
1/2 teaspoon baking soda
1/2 teaspoon salt
1 1/2 cups oatmeal, quick cooking

1 cup coconut, chopped
1 cup walnut meats, chopped
1 cup raisins, seedless
1 cup dates, cut into small pieces

Cream the shortening. Add the sugar gradually. Add well beaten eggs, orange, lemon and vanilla. Sift flour, baking powder, soda and salt together. Add oatmeal. Mix well. Add nut meats, raisins, dates, and coconut. Mix thoroughly. Drop from a teaspoon on ungreased cookie sheets. Bake 10-15 minutes, 375° F. oven. Yield: 8 dozen cookies.



Sugar cookies and Danish cookies are good basic varieties and may be decorated with many kinds of icings.

Giant (in full bloom)
FIELD PANSIES.....Dox. 79¢

Choice Varieties
CAMELLIAS.....Gal. 1²⁵

Purity, John Lang, Pink Perfection, Covina, Alba SuperbaGal. 98¢

HOLLAND BULBS

These are all top grade No. 1 bulbs—finest grown in Holland.

CHRYSANTHEMUMS

Over 30 varieties and colors. All are blooming plants. Gallons 69¢

BLOOMING CYCLAMEN

4" Pots 69¢

For indoor or outdoor beauty



3842 E. 10th Phone 2-4321
FREE DELIVERY & OPEN SUNDAYS

SPECIAL ON VINES

Variegated Ivy, 39¢ ea.
4 to 5 ft. 69¢ ea.
Bougainvillea 3 to 4 ft. 79¢ ea.
Giant Honeysuckle (Graft) 79¢ ea.
All Above Items in 1-Gal. Can

MYER'S DWARF LEMON

1-gal. Can 59¢ ea.

POPULAR JUNIPERS

Pfitzers 69¢
Sabina 79¢
Large Plants in 1-Gal. Can

POINSETTIA

DOUBLE FLOWERING..... 49¢ ea.

MUMS in Bloom

Over 50 Varieties in 1-gal. Cans
25¢ to 49¢ ea.

INDICA AZALEAS

Most preferred Azaleas, because of ease of growth, large, double blooms and longer blooming seasons.
REG. 1.00 75¢ ea.

PYRACANTHA GRABER

(Finest Red Berries)
1-GAL. CAN, STAKED
Reg. 85¢ 59¢ ea.

Stock, Snapdragon and Calendula

2 Doz. 35¢

6 MOST POPULAR SHRUBS FOR FOUNDATION PLANTING

VIBURNUM JAPONICUM
PITTOSPORUM TOBIRA
ABELIA GRANDIFLOR
MYRTLE COMPACTA
COTONEASTER PARNERI
LIGUSTRUM TEXANUM

45¢ ea.
ALL SIX FOR \$245

LIGHTHOUSE GERMAN PEAT MOSS

Reg. \$5.65 4⁶⁵ SALE

BULB SPECIAL!

Ranunculus & Anemones 100 for 75¢
Freesias 35¢ doz.
Dutch Iris 59¢ doz.
GENUINE IMPORTED HOLLAND BULBS
TULIPS 5¢ ea.
HYACINTHS 2 for 25¢
DAFFODIL (Jumbo) 9¢

SPECIAL ON TREES

4 Most Popular Evergreen Trees in Gal. Containers

Jacaranda 49¢ ea.
Brazilian Pepper 49¢ ea.
Evergreen Ash 59¢ ea.
Evergreen Elm 69¢ ea.

ROSE BUSHES

Reg. 75¢ in 1-gal. Can 45¢ ea.

10 for 3⁹⁵

AUSTRALIAN TREE FERN

3' to 4' Spread
5-gallon Reg. 6.00 3²⁵

HIBISCUS

Red, White, Yellow, Pink and Orange 45¢ ea.

MYSTERY GARDENIA

1 gal. 49¢

GRASS SEED

SPECIAL MIXTURE
Finest mixture with plenty of blue grass. No 79¢
rye. Reg. 1.10
COMMON RYE
For quick grow. 18¢
Reg. 25¢

AND HUNDREDS OF OTHER SPECIALS

PHONE 20-5405
20-5406

RIVERDALE NURSERY

OPEN SUNDAY

6755 ATLANTIC BLVD.

NORTH LONG BEACH

ONE BLOCK NORTH OF ARTESIA BLVD.

Tin Pan Alley Titles Click Cash Tunes for Films

Hit Song Labels Rate High Favor

HOLLYWOOD, Oct. 28. Movie producers who want to see the cash customers que up at the nation's box offices rank titles high on the list of considerations when they start a picture.

Busy Elsa Primping for Tour

By Gene Handsaker

HOLLYWOOD, Oct. 28. (AP) Elsa Lanchester, who plays frowsy, sometimes Upsy ladies on the screen, is turning glamour gal. She shyly exhibited a photo of herself in one outfit that almost makes her a threat to the Dietrichs and Grables.

All this doddled for a night-club tour, Elsa's first, and also her first trip away from Hollywood in 10 years. The comfortable Laughton home on a sloping Hollywood street—she's Mrs. Charles Laughton, of course—bustled with preparation the other day.

Charles was setting forth on his second reading tour—83 dates, with excerpts from the Bible, Wolfe, Thurber, and Shakespeare, before Christmas.

Elsa said she had four new, tailor-made outfits to wear before cafe society of Montreal, Boston, New York, and possibly Washington and Chicago. "They're attractive," the dimple-chinned actress said modestly. "I was told that the shock of my coming on in these things would be good."

One has a flame-colored top and a green skirt glistening with sequin wildflowers. This, with a turquoise petticoat, gives a kaleidoscopic effect when she twirls, she explained.

A yellow crepe number has loose sleeves that she can roll up when, in one of her specially written songs, she portrays a scrubwoman. For after her initial appearance as glamour gal, Elsa suddenly becomes various other characters much less glorified. She achieves the changes, in front of the audience, by redoing her frizzy, red-brown hair.

With an elastic band holding it on top, she's the scrubwoman. Musing it up, she's a Fiji Fanny under a frangipani tree. Braiding it, she's "the nasty little girl friend of the janitor's nasty little boy." With a bow in it, she's a gawky adolescent.

Elsa sings in what she calls a scrape-fiddle voice.

The excursion is Miss Lanchester's vacation from nine years nightly at the local Turnabout Theater. "You can't develop sitting at home," she explained. "For an actor there's nothing to do but work."

Take musicals. Hollywood has leaned to Tin Pan Alley for many of its titles by plucking them from the roster of hit tunes.

Of the 23,000 titles the film capital's producers have used since the first world war only a comparatively small percentage once were song titles. But their success is reflected in the way song lovers and Mr. and Mrs. Average Moviegoer flock to see such pictures.

"Broadway Melody," "Alexander's Ragtime Band," "Me and My Gal" and "Swanee River" were among the all-time movie musical greats and still attract large audiences whenever they are revived, usually upon public demand.

The roster of song titles that have become film titles reads like a who's who of the song sheet world:

"Blue Skies," "Night and Day," "Blues in the Night," "Oh, You Beautiful Doll," "Look for the Silver Lining," "I Wonder Who's Kissing Her Now," "Yankee Doodle Dandy," "Easter Parade," were all song-plugger's delights and were equally delightful successes at the box office.

No wonder producers are happy when they can use a song title for a picture. "Broadway Melody" was such a popular movie, Metro-Goldwyn-Mayer used it on three successive occasions, in 1936, 1938 and 1940. "Black Magic," while it wasn't titled as the movie song title of any particular year, was used three times by as many studios.

Song title movies have paid off for the players, too. June Haver became a star after appearing in such pictures and continues to receive heavy fan mail whenever she does. Currently she is playing opposite Bill Lundigan and Gloria de Haven in 20th Century-Fox's Technicolor "I'll Get By," the hit tune Fred Ahlert and Roy Turk turned out in 1928.

Rita Hayworth zoomed to fame after playing in "Strawberry Blonde" for Warner Bros. nine years ago. Frank Sinatra and Gene Kelly won wide acclaim with their roles in M. G. M.'s "Anchors Aweigh."

The current crop of song title pictures includes, in addition to "I'll Get By," "Three Little Words," "When You're Smiling," "Pagan Love Song," "On the Sunny Side of the Street," "Pretty Baby" and "My Blue Heaven," the Betty Grable, Dan Dailey starrer, which already has audiences demanding more of Miltz Gaylor, a song-and-dance beauty who makes her screen debut in the Technicolor musical.



Halloween's just about here and Mona Freeman, lovely Paramount starlet, is getting ready for her date with the goblins and stuff by fixing her jack-o'-lantern. Mona recently completed two roles, one in "Bromed" with Alan Ladd and another with Ray Milland and Hedy Lamarr in "Copper Canyon." The latter is to be released soon.

Record Album

By David C. Whitney

AL GOODMAN'S ORCHESTRA has added a notable achievement to its catalogue of operetta albums with production of Gilbert and Sullivan's "H. M. S. Pinafore"—10 sides of 45 rpm records (RCA Victor). The clever melodies with their lyrics poking fun at the Royal Navy are handled by singers Jimmy Carroll, Audrey Marsh, John Percival, Leonard Stokes, Martha Wright and Earl Wrightson.

Arranger Robert Russell Bennett, who previously has put together "symphonic pictures" of the musicals "Oklahoma" and "Porgy and Bess," now has turned his talents to two shows still running on Broadway, "South Pacific" and "Kiss Me Kate." Decca Records has recorded the arrangements on opposite sides of a 33 1/3 r.p.m. long-playing disc, played by the New Queens Hall Symphony Orchestra and recorded in England.

Columbia Records has issued a new album, "Sarah Vaughan," featuring the Negro vocalist on eight all-time hits in her intimate style. The romantic tunes include "East of the Sun," "Ain't Misbehavin'," "Nice Work If You Can Get It" and "Good Night My Love." New Singles:

One of the best recordings of the much-waxed "A Bushel and a Peck" from the musical "Guys and Dolls" is by Mercury, featuring a gay duet with Kitty Kallen and Richard Hayes. Another good one is that by Johnny Desmond (M-G-M). More on the mediocre side is a duet of the number featuring Perry Como and Betty Hutton—the two just don't go together very well (RCA Victor).

Tommy Dorsey's first records since switching to Decca are well arranged and well played. "Opus Two" and "T.D.'s Boogie Woogie" are both instrumental sides in the fast, big-band Dorsey style and "You're Not in My Arms Tonight" and "So Long Sally" feature two good solos by singer Johnny Amorusa.

Arthur Godfrey has one of the best records he's ever made in a duet with Mary Martin, "Rainy Day Refrain" (Colum-

bia) . . . Eileen Barton has her most successful number since "Bake a Cake" with "Baby Me" (National) . . . Stan Kenton's noisy band has four new tunes that should please his devotees, "Love for Sale," "Be Easy, Be Tender," "Easy Go" and "But Then You Kissed Me" (Capitol).

'Breakaway' Gleeful as Things Go Smash

By Patricia Clary

HOLLYWOOD, Oct. 28. (UP) The reason an actor comes up smiling when another actor smashes a chair on his head is Gerald (Breakaway) Bernbaum.

It is Bernbaum's job to make sure that the chair falls apart, not the actor's head. He cracks vases, saws legs off chairs and tables and shatters dishes. Then he glues them back together again. When actors hurl them, they fall apart.

These objects, in movie parlance, are called break-away furniture. That's where Bernbaum got his nickname.

The more things that are falling apart, the happier Breakaway is. That means more money for him. He was overjoyed when he was called by Universal-International for a big job on "Prisoner of War." One sequence calls for Mark Stevens and the others to get in a terrible fight with a gang of Nazi soldiers.

"The joint," Breakaway said happily, "is smashed to smithereens."

It took him a week to saw up the furniture, glue it back together and then repair it con-

Petite Little Gal Has Job Many Might Envy

HOLLYWOOD, Oct. 28. Betty Lou Delmont has a job many girls would envy. She gets paid for running her hands through Gary Cooper's hair!

Blonde and petite Miss Delmont is a hairdresser—one of the most efficient at Warner Bros., and one of her latest jobs was keeping Cooper's locks in shape for his starring role in "Dallas," an adventure drama in Technicolor.

It was something to see when Cooper, six-foot-three, let five-foot Miss Delmont fix his mop before stepping in front of the camera.

Cooper stooped most of the times; although, Miss Delmont often used a chair or a step-

ladder to apply her brush and comb.

It's not Miss Delmont's first experience as a hairdresser for men. She worked with Humphrey Bogart on "Treasure of Sierra Madre" and with Robert Montgomery in "June Bride."

"All three of them—Cooper, Bogart and Montgomery—have something in common when I start working on them," laughed Miss Delmont. "They all blush. Cooper's is the most scarlet. He still gets stage-fright when I start for his hair. If there are visitors around, he grins sheepishly at them. He's a wonderfully friendly fellow, though. Talks a blue streak once you get him started."

Miss Delmont is married to Elly Fredericks, studio camera man.

"Elly gets as nervous as Cooper, Bogart and Montgomery if I try to do anything with his hair," she said. "He'll brush me off with, 'Look, dear, I'll take care of that.' When I tell him how nice the actors are in the same situation, he'll merely remark, 'Poor guys. They've got to look good for the camera. I'm glad I'm in back of it. I can look as I want.'"

Does Miss Delmont prefer men to women as clients?

"It's a hairdresser's privilege not to talk," she replied with an enigmatic smile.

Are the men as confidential as females around their hairdressers?

"Question is out of order," answered Miss Delmont. "But I'll tell you this—none of them is 'the silent type.'"

Living Theater

Olsen and Johnson Stick to Pattern

By Jack Gaver

NEW YORK, Oct. 28. (UP) Ole Olsen and Chic Johnson have toned things down some in the way of gunfire and actors working from the audience side of the footlights, but there is no doubt that "Pardon Our French" at the Broadway Theater is in the familiar groove to a great extent.

There is more emphasis on revue spectacle and dancing than in such previous O. & J. efforts as "Hellzapoppin'" and "Sons O'Fun." For the time being, there is little of Olsen, who is recovering from a broken leg. His one appearance was in a stage box.

That leaves most of the comedy burden on Johnson and Marty May, with an assortment of the usual stooges, and they carry on in the tradition of the team. The humor, as usual, is earthy, to give it a euphemistic description; "bathroom" would be a commoner term. It is also highly mechanical in that there are the usual number of O. & J. machines and gadgets designed to create laughs.

Olsen and Johnson have never appealed to this reviewer, which has caused them no pain whatever in view of the fact that their three previous Broadway extravaganzas have achieved a total run of more than two years on Broadway, to say nothing of long tours. They have their style and their fans and they stick to them.

May, who is Johnson's son-in-law, is by far the most accomplished male in the troupe. He is a talented and smooth comedian who doesn't need the family connection to get along, but he is loyal to the clan and always shows up in these productions.

There are some startling scenic effects, the creation of designer Albert Johnson. Particularly outstanding is the first act finale which involves a lighted train roaring overhead through the night and a macabre scene in the Paris sewers which is magically changed by lighting into a pretty ballet setting. A rain number and an ocean liner moving majestically across stage are other starters.

The show is strong in its dancing, thanks to such performers as Helene Stanley, who does a delightfully different number called "There's No Man Like a Snowman"; Lubov Roudenko, George Zoritch and Patricia Denise, Ernest and Maria Matray are credited with the choreography.

Bill Shirley registers as a singer, notably with "I Ought to Know More About You," which is the outstanding song hit of the production, and with the ballad, "A Face in the Crowd." The music is Victor Young's, the lyrics are Edward Heyman's.

The show introduces to the American stage Denise Darcel,

the bosomy French actress-singer who was featured in the film "Battleground" a year ago. She is good to look at and has a pleasing manner, but singing is not her strong point.

Jealousy Even Nips Dog Stars

HOLLYWOOD, Oct. 28. (UP) Temperament is catching in Hollywood. Now even the dogs are acting like movie stars.

A dog named Spot, an unknown in the movie world who's never had a lesson in his life, has jumped to movie stardom in his first picture. Hair is bristling all over the place among other canines who've been following movie stars and producers around for years, hoping for their big break.

Take the little white poodle Cluquet, for instance. Cluquet has been patiently waiting for years to get into movies through his connection with Joan Crawford. Meanwhile, he's had to put up with whims like wearing a red and white turtle-necked sweater to match hers, or donning a checked jacket with his initials and a pocket for his handkerchief.

Finally he got to play a scene with Miss Crawford in "The Damned Don't Cry." And it was left on the cutting room floor. He's still sitting up and begging for a bark in her new picture, Goodbye, My Fancy."

Now comes this mongrel, Spot, straight from the pound. With no class, no breeding and no training, he shares honors with Errol Flynn in Warner Bros.' "Rocky Mountain."

It's enough to make a dog go to the fleas.

Cluquet isn't the only dog at Warner Bros. who's snarling mad. Steve Cochran's Tchaikovsky has become more surly and anti-producer than ever. Doris Day's black poodle Smudgy curled his lip when that mongrel trotted by. Virginia Mayo's Boston bull Duke almost tangled openly with Spot at a studio fireplug.

Spot is good in his debut but lately has been a bit stuffy. What he will be like after he reads his notices nobody knows.

Worth of Small Town Appearances Extolled

HOLLYWOOD, Oct. 28. It's about time Hollywood came to its senses and stopped ignoring the smaller towns of America, according to John Payne, one of the film colony's leading citizens.

"This business of sending stars out on personal appearance tours to key cities only is ridiculous," Payne declared on the set of his latest film, "Tripoli," William Pine-William Thomas Technicolor production for Paramount release.

"What about the other cities? Don't these people go to movies, too? I can't see why we should overlook this vast potential movie-going audience all of the time."

Payne is something of an authority on personal appearances having traveled more than 25,000 miles during the past two years. He went to 58 cities during this period. Unlike many screen personalities, however, he didn't confine his activities to the big cities alone. He visited many of the smaller towns, places where stars seldom go.

"Believe it or not, but in some of these spots I discovered that I was the only movie player they had ever seen in person," he exclaimed. "And a

Music Notes

Marina Koshetz Proud She's U. S. Citizen

By Mary Lou Zehms

WHEN ASKED recently if she was an American citizen, Moscow-born Marina Koshetz answered, "You bet I am!" She is proud that she has been an American for as long as she can remember (she came to this country with her opera star mother, Nina Koshetz, when she was three but grew up in Paris), and she is also proud of her musical heritage.

Her grandfather was a great Wagnerian tenor; her uncle was conductor of the famous Ukrainian choir and her mother, naturally, was the greatest single influence on the life of this talented and lovely young singer who will be heard here Nov. 7 in Concert Hall of Municipal Auditorium as guest artist with the Long Beach Philharmonic Orchestra, in its first performance of the season.

Contrary to popular superstition, life is not always easy for the child of famous parents; at least Marina Koshetz' early life wasn't. She loved music and studied the piano when she was little, but, says Marina, "I

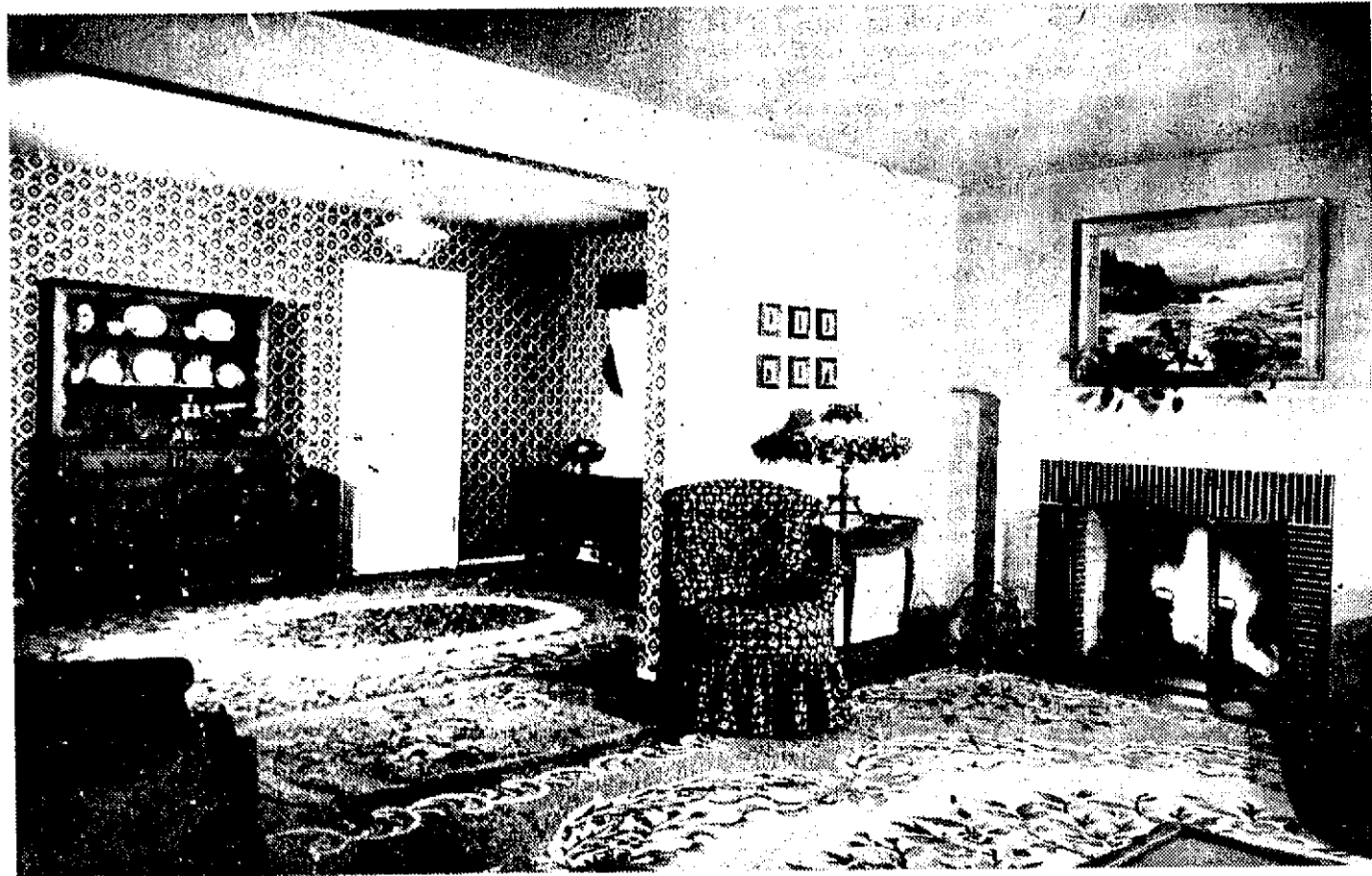
didn't think I would ever amount to anything on account of mother's greatness. It takes a long time for a voice to show itself and I was pretty much of an outsider in the musical circles my mother moved in; I grew up in her shadow."

But Marina's mother was not only a great singer, she was a great mother as well. Marina has never studied voice with anyone but her mother.

Few mothers have been so richly rewarded in their faith in their children.

Marina's appearance in the leading role of "Eugen Onegin" at the San Francisco Festival—her 17 performances in Mousorgsky's opera, "The Fair at Sorochinsk" and her following season with the New Opera Company, her many appearances at the Hollywood Bowl, weeks on the nationwide Kraft Music Hall radio program, five solo appearances with the Boston Symphony under Koussevitzky, to say nothing of coast-to-coast concert tours—all have represented the realization of the dream of a great singer for her daughter.

In Early American Mood



Genuine Chinese hooked rugs of wool are used throughout the home of Mr. and Mrs. Al Newman, 1021 E. Carson St. Walls are painted a dusty rose shade. Dishes are displayed to advantage in a hutch (left background).



Early American print fabrics and provincial-style furniture give a friendly atmosphere to apartment of the Newmans, as the living room above testifies.

Design Eases Labors

NEW methods of saving time and labor on house-cleaning tasks have received much attention from architects, interior designers and building materials manufacturers, with the result that homemaking today has become simpler and easier.

The design of the house itself; washable paints and wallpaper; water-resistant counter top materials; smooth-surfaced flooring materials... all help cut housework.

Labor-saving and cost-saving equipment and construction ranges from automatic dishwashers and garbage disposal to insulation materials for walls and ceilings that makes them remain clean longer, require redecoration one-third less often.

Simply-designed interiors with all dust-catching molding and ornate trim discarded in favor of plain surfaces have become a hallmark of smooth-lined modern home design that lightens housekeeping.

Rounded corners where baseboards join the floor and kitchen cabinets with curved interior corners make cleaning easier.

The picture window, although its glass area is greater, actually has eased the window-washing chore because it is not divided into a multitude of tiny panes with hard-to-clean corners, as was the old-fashioned window.

Disfiguring lath-marks so often seen on walls and ceilings of old houses rarely appear today in homes insulated with mineral wool. The insulating material keeps surface temperatures within a degree or two of air temperature and dust-laden moisture is not deposited as rapidly as it would be on walls and ceilings which were several degrees colder than interior air. Filters in the new warm-air furnaces keep basement dust out of the living quarters.

The kitchen ventilating fan, once found only in high-priced

homes, moves grease-laden air out of the kitchen before it can collect on walls and other surfaces.

New waxes, especially designed for various kinds of floors, wood and metal work, permit these surfaces to be quickly wiped clean with a damp cloth, while the many new soaps and detergents also contribute importantly to easier house-cleaning.

GAY EARLY AMERICAN print fabrics, provincial furnishings and a real fireplace create a warm, friendly atmosphere in the home of Al and Irene Newman, 1021 E. Carson St., making it difficult to realize, once inside, that they dwell in an apartment building.

To augment the friendly feeling the decorator combined a variety of patterns, using prints of an Early American character. The loveseat and chair grouped near the fireplace are upholstered in a crabbapple print of rose and green on a brown background.

A print in early American mood is used on a couch and as a valance trim over the corner windows. Full white curtains are tied back with the valance fabric. Venetian blinds assure privacy.

More pattern is agreeably introduced through the use of genuine Chinese hooked rugs of wool. Walls are painted a dusty rose shade, it does not attract attention to itself but merely sets the background.

Brass and porcelain lamps which stand on either side of the couch are fitted with lovely eyelet shades which Mrs. Newman made herself. Ceramics which decorate a hanging shelf above also show evidence of her talent, as does a seascape over the mantel. To show off to its best advantage this exceptional painting, a planting box with light attached is placed below it on the mantel. The light tube is hidden by the planting but the painting receives sufficient light. Mrs. Newman also made the shade

By Althea Flint

on the maple base lamp of print trim to match the chair near by.

WOOD used in the furnishings is birch with an antique Pilgrim finish. These wooden pieces are solid, not veneer, and are locally manufactured. Their Provincial styling makes them especially attractive.

Since this is not a large room, the furnishings have been grouped so that, no matter where the occupants sit, a friendly conversation may easily be carried on. The couch is grouped with coffee table and two end tables, from which lamps give good illumination. These lamps are tall and take the place of floor lamps. The chair pulled up close to the fireplace is on rockers, although this fact is very well disguised.

In the dining room a hutch is beautifully designed in French provincial manner. Here Mrs. Newman can display her lovely china to be enjoyed from both living room and dining room which are combined by use of a wide opening.

The dropleaf table takes up little room when not in use but opens up to serve a number of persons. Birch chairs are also finished in an antique pilgrim color. They are upholstered in the same Marblehead print that is used for the valance over the window and the tie-backs on the sheer, ruffle curtains.

Walls in the dining room are papered in an early American design which helps to decorate the living room as well as

(Continued on Page 11.)

Gaining a New Room

AN OPEN porch which has outgrown its usefulness can, with simple alterations and furnishings, become an extra sleeping room, a dining nook, a hobby room, or a sunny extension of the living room.

To get full benefit of the winter sun, enclose the walls partially or entirely with glass. An easy way is to remove the porch railing and in its place build a framework to support casement windows fitted into the upper part. Cover the lower part of the wall with siding, and paint to match the house exterior. For extra warmth, finish the interior walls with plywood or composition board and fill the space between the two walls with insulating material.

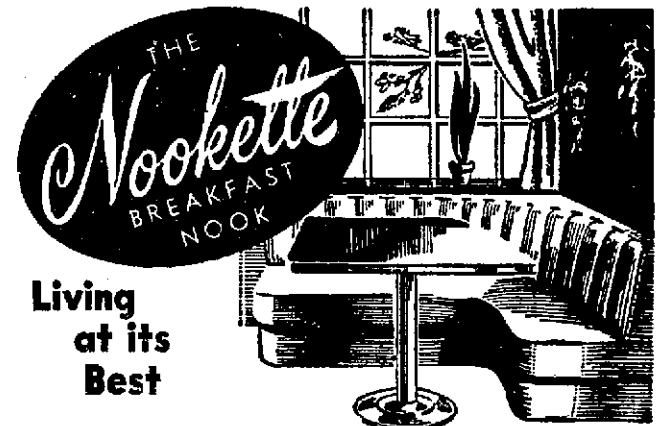
If this new room is to be an extension of the living room, sliding glass or paneled doors are decorative and will admit more light into the house.

Next, install outlets for lamps, radio and television, and connect the room with the house heating system. A radiator can go under one window wall. If the new room is to serve as an extra guest room, cover the radiators with a plain board top and set a chest of drawers at each side. Or you can flank the radiator with low bookcases or small tables if the new room is to be used as living or hobby room.

When converting the porch into a room, you will want to cover the floor and insulate it. The new flooring should be durable, easy to clean, and decorative enough so that it will be an integral part of the

furnishings in both the new room and the adjoining one. Perhaps the inexpensive answer to all these requirements is plastic tile flooring because it is so easy to install that you can do the job yourself.

The Largest Selection of
FIREPLACE FURNISHINGS
At **PRICES**
Everyone can afford
Come and See for Yourself
The Star
2335 AMERICAN AVE.



Living
at its
Best

Built to YOUR SPECIFICATIONS... with the finest materials and craftsmanship available...

Custom Built and Built for Comfort

Choice of Colors... Liberal FHA terms

Office and Showroom Open Daily, 8 a. m. to 4:30 p. m.
Saturday by Appointment Only

For Free Estimate Call **7-2198**
White FIXTURE COMPANY
1013 E. ANAHEIM LONG BEACH

Doors-Windows-Screen Doors Stock Reduction Sale

This Week Only

Sale Starts Tomorrow, Oct. 30

"A" GRADE STANDARD SIZES OFFERED
AT COST or BELOW COST

Here is a Partial List of Sale Items

	Reg. Price	Sale Price
84-2-0x6-8 1 1/2" 3 Pan. Doors.....	\$9.00	\$7.00
48-2-4x6-8 1 1/2" 3 Pan. Doors.....	9.50	7.50
18-2-6x6-8 1 1/2" 4 Pan. Raised Doors.....	13.50	10.00
20-2-8x6-9 1 1/2" Raynproof Comb. Drs.	19.50	16.00
19-2-8x6-9 1 1/2" Full Galv. Screen Doors	9.00	7.25
14-3-0x6-8 1 1/2" Birch Slab Doors.....	21.50	16.00
105-3-0x4-0 Windows 2/2	5.25	4.25
4-4-0x4-0 Sash 12/4	9.70	6.45
3-4-0x5-0 D. H. Windows 4/4	9.25	6.25
6-2-0x4-0 D. H. Windows 4/4	4.65	3.40

And many other quality doors, screen doors, louver doors, windows, sash and blinds too numerous to list.

WINDOW AND DOOR FRAMES ALSO
AVAILABLE AT ROCK BOTTOM PRICES

PARAMOUNT WOOD PRODUCTS CO.

13512 S. LAKEWOOD BLVD., PARAMOUNT
(1/2 Mile North of Compton Blvd.)
PHONE METCALF 3-5178
Delivery at Nominal Charge



Fenestra STEEL CASEMENTS
WITH SCOT'S METAL SURROUND

NOW—Easier than ever to install with our new patented time-saving metal SURROUND. No framing necessary—just nail to studs. Fenestra windows always open easily—steel doesn't swell, warp, stick, splinter. Better screens; all cleaning from inside; lower upkeep.

Marine Glass Co.

SCOTT - WOODARD - SCOTT JR.
GLASS FOR ALL PURPOSES
Cor. 14th and Magnolia Ph. 7-7475
Member of Long Beach Builders Exchange

LUMBER • BUILDING SUPPLIES

ONE-STOP SERVICE • SAVE \$\$\$\$ SAVE TIME • ONE-STOP SERVICE • SAVE \$\$\$\$ SAVE TIME



If You're Planning to Remodel, Call Us

Remodeling is simpler than you may have realized... Let us help you with your plans... We specialize in ideas and all the materials for the homemaker... Drive out today and see us. Always plenty of drive-in parking.

WINDOWS AND DOORS	PLYWOOD	THE BOARD
2-0x3-6 D. H. Windows \$3.40	4'-8" 1/2" Plywood 14 1/2 x 9.	Beautiful kitchen, bathroom you can install, only 34¢ sq. ft.
3-0x4-0 D. H. Windows \$5.45	4'-7" 3/4" Plywood 32 x 9.	RYLOCK ALUMINUM SCREENS
3-0x4-0 Window Frames \$5.55		No painting, fits all windows, very modern, prices from \$2.20 each.
2-4x8-8 Interior Doors \$7.95		
2-6x6-8 Interior Doors \$7.95		
3-0x6-8 French Doors \$17.30		

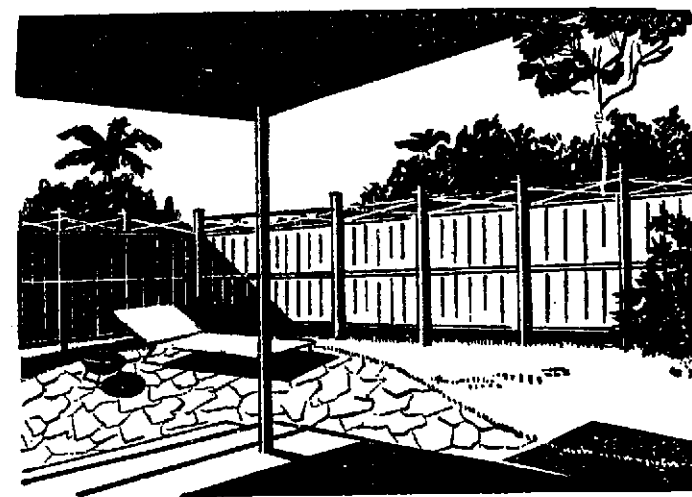
EXTRA SPECIAL! \$16.97 DOWN & \$5.44 PER MONTH
ENOUGH FOR 12x20 GARAGE ONLY
Only \$10 Down & \$3.38 per month for each \$100 needed



Sugar Pine and White Pine Mouldings
Kiln-dried and Perfectly milled

• Base Shoe & Slop, 20 ft. • Streamline Gasing, 4 1/2 ft. • Detail Gasing, 4 1/2 ft.

George T Wiley LUMBER CO.
6925 ATLANTIC AVE Phone 2-6468 or Metcalf 3-1414



Redwood Fencing

See our 12 full size, beautifully displayed and different designs. 6-ft. high by 100-ft. long. We pre-cut all of our fences for your ease of installation, anyone can install.

ONLY \$14 Down—\$4.73 per Month

3% PER ANNUM
CURRENT RATE
INSURED SAVINGS

Save more and earn more with the First Federal where your savings are
Now Federally Insured Up to \$10,000
On Each Account

Accounts Opened by the 10th of Any Month, Earn From the 1st

FIRST FEDERAL SAVINGS
OF LONG BEACH

124 EAST FIRST ST. PHONE 6-5235

the finest in MAPLE

OPEN
MON.
&
FRIDAY
TILL
9 P. M.

CAPE COD ROCKER
and SUGAR BUCKET

Choose from America's
Famous Names in Maple—

- Calif. Purn. Shops
- Sprague & Carlton
- Ethan Allen
- Heywood-Wakefield
- Kline
- Siles
- Pine Arts

Wide Selection
of Covers
Available

Lloyd's
MAPLE SHOPPE

5895 ATLANTIC — PH. L. 8. 2-3405

House of Informal Charm

By Dorothy Killam

SHAKE exterior walls and leaded windows of the new home of Mr. and Mrs. Jack Hoffman, 3944 Lem-

on Ave., provide advance notice of the informal charm of the interior. Knotty-pine walls, beamed ceilings, pegged hard-

Upholstery, Draperies and Furniture

Permanent Finish
ORGANDY 69¢
Yard

5 beautiful pastel shades. We will make your curtains if you desire

UPHOLSTERY
FABRIC \$4.95
Yard

54" heavy quality brocatelle in 5 decorative colors . . . or we will upholster your chair for only \$52.50.

2228
EAST
FOURTH

HERRON'S
ESTABLISHED 1918

PHONE
90-4018

wood floors and fireplaces built of unused brick—all set the background for comfortable easy living.

A central entrance hall leads directly to the living room, to a passageway into the combination kitchen-dining room, and into the bedroom hall so every room can be reached without going through another.

The most unusual thing about this house is the combination dining room-kitchen. The sink and a counter are the only separations between the kitchen and the dining portions. Although the counter is high enough to prevent seeing the sink and its work area from the dining room, it is not high enough to separate the two areas completely. This counter is ideal for buffet-style serving.

Hardwood-pegged floors are used throughout this kitchen dining room. Walls and cabi-

nets are easy to keep clean because they are of knotty-pine which has been finished with numerous coats of lacquer. A fireplace with raised hearth has a removable spit so when it is not being used for barbecuing an open fire can be built in it. Reclaimed bricks used in its construction add to its picturesque quality.

The ceiling over the kitchen is dropped to make a loft and the beamed ceiling over the dining room is slanted to follow the line of the roof. A high recessed window is built over the stove and a large window at the dining end of the room looks out over the back garden. Draperies hung on a traverse track at these windows are patterned in a small early American design of lime, coral and green.

The dining area is fur-



—Photos by Eldon L. Fitzgerald

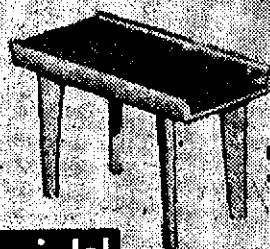
Blending with knotty pine walls and beamed ceiling is fireplace of reclaimed brick in the Hoffmans' home.

Frank Bros.

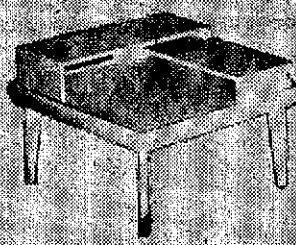
20th ANNIVERSARY
Sale!

store-wide reductions!

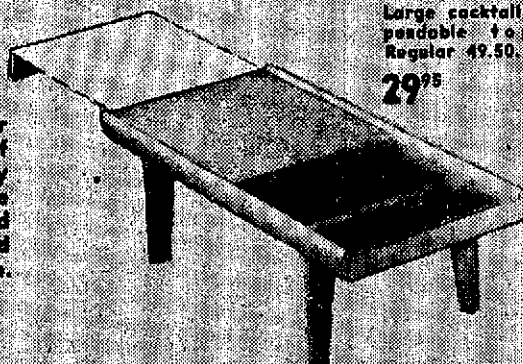
Reduced prices on nationally known, all perfect, first quality merchandise from our regular stock! Save on living room, dining room and bedroom furniture, carpets, lamps, accessories, sofa beds, springs and mattresses and appliances. Shown here are just a few of the outstanding values to be found during this big store-wide event.



End table, regular 29.95
19.95



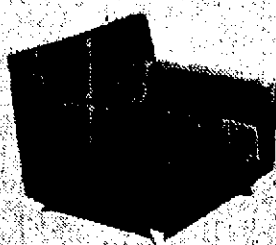
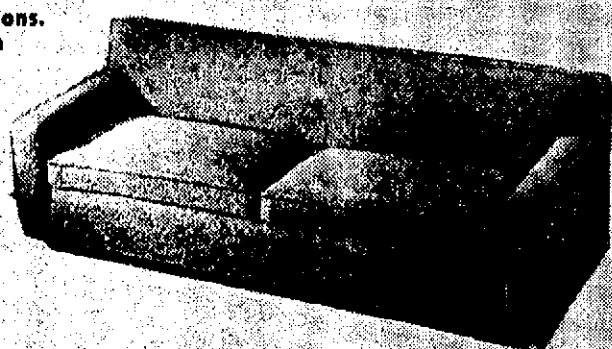
Corner table, regular 59.50
39.50



Large cocktail table, extendable top section.
Regular 49.50.
29.95

Cocktail table, corner table and end table of matching design. Handsomely styled in genuine Philippine mahogany in a subtle blond finish. Cocktail tables and end tables have frosted glass section.

Sofa. Genuine Airfoam cushions. Choose from a wide selection of handsome mohair friezes. Regular \$270.
\$216



Companion chair. Tight seat style. Airfoam construction. Available in wide selection of mohair friezes. Regular \$168.50.
\$86.75

Reductions on nationally advertised carpets. Axminsters, Wiltons and Friezes.

All-wool textured broadloom, platinum gray. 12-foot width. Reg. 13.95 sq. yd. **10.95** Sq. Yd.

Carved Wilton. Exquisite feather design, in warm gray. 12-ft. width. Reg. 19.95 sq. yd. **13.95** Sq. Yd.

Luxurious carved Wilton, from world famous mills. Dawn gray. 12-foot width. Reg. 21.95 sq. yd. **14.95** Sq. Yd.

SIMILAR SAVINGS. OTHER FINE CARPET IN 9, 12 AND 15-FOOT WIDTHS. LATEST COLORS AND PATTERNS.

EXTRA SPECIAL!

Genuine Primavera mahogany 4-piece bedroom group. Sleek modern design, extra large bookcase headboard combines with 3-drawer night stands to form luxurious storage unit. Spacious 6-drawer double dresser base. All dustproof construction with center drawer guides, and interior parts of finest hardwood. Exquisite blond finish. Regular \$377.50 the group. The group **279.50**

Pay only 15% down 15 months to pay the balance.

Frank Bros.

Open Monday and Friday evenings until 9 p.m.
2400 American Avenue

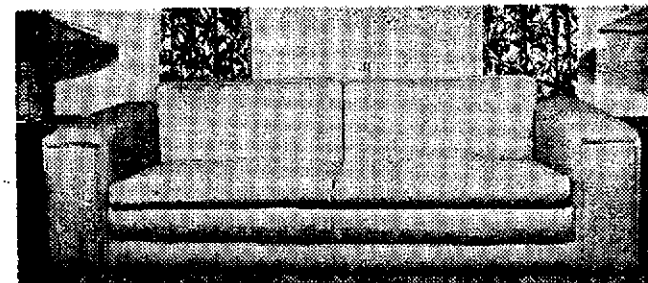


Informal charm was the aim of Mr. and Mrs. Jack Hoffman when they designed this combination dining room-kitchen-barbecue as part of their new home.



The sink and a slightly higher counter provide a separating line for the cooking and the dining areas of the Hoffmans' combination dining room and kitchen.

REUPHOLSTERING



2-Pc. Suite Reupholstered

Standard size. Price includes material, complete retying, repairing and reupholstering. **79.50 to 99.50**

With Better Grade Fabrics . . . 122.50

CONVENIENT CREDIT TERMS



For FREE Estimates Call
★ 4-7957 ★
and a Star representative will gladly call on you.

Serving Long Beach Since 1921

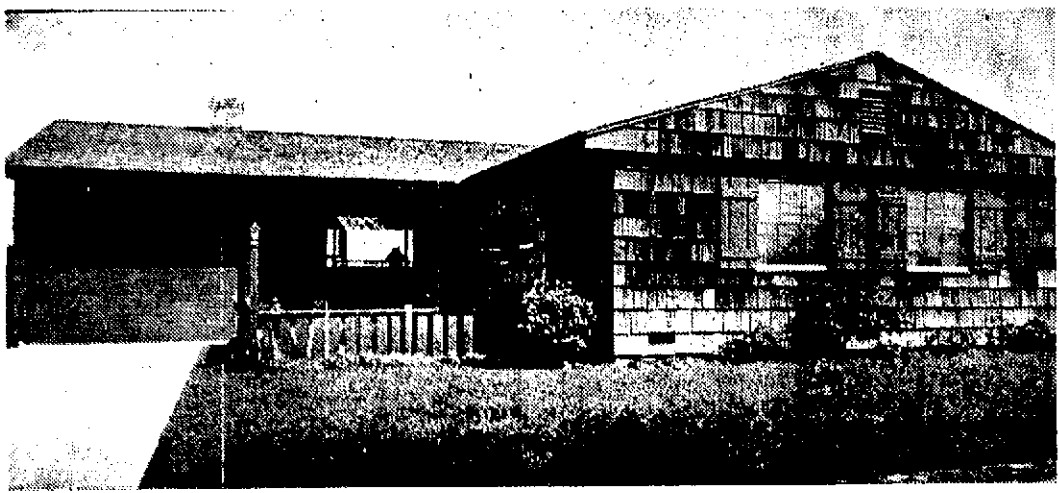
ished with maple dining table and chairs which can double as a card grouping. A Boston rocker is pulled up to the fireplace. At the kitchen end the stove is arranged in the center of the U-shaped work counter with the sink at one end and the refrigerator at the other. The work counter around the sink is of stainless steel and the rest of the counter is covered with green composition.

Brass-shaded lights which hang from the ceiling by long chains can be moved around to illuminate any area which needs light. Braided rugs are used on the floor. For accessory interest gay-colored plates and cups and saucers from Germany are displayed in the window sill and on top of the cabinets.

In the passageway leading from the entry to the kitchen are built cabinets, shelves and closets. Cleaning equipment is kept in the closet here in the middle of the house. Bric-a-

(Continued on Page 11.)

Informal Charm



Shake walls and leaded window in the Hollmans' home set the theme for the provincial interior. A simple lamppost distinguishes the fenced entryway.

(Continued From Page 10.)

brac displayed on the shelves provides an attractive picture from the front door. A Dutch door in the kitchen leads to the terrace and garden.

In the living room, walls are also of knotty pine and the ceiling is high and beamed, floors are pegged. A magnificent fireplace is built in a panel of brick reaching from the floor to the ceiling. It's high mantel is decorated with copper. Inside the fireplace hangs a spit and blackened pot.

THE GARDEN view is brought into the living room through a spacious, paned window which overlooks

the terrace. The roof overhang which shields the terrace in turn shields the window. Curtains of chintz in a gay floral pattern of blue, green and coral on a white background grace two windows. Knotty pine cornice boxes are decorated with blue plates.

A gray rug sets off the brown, yellow and white striped couch to good advantage.

Wooden trim throughout the house is scalloped in uniform detail. In the bathroom this scalloped trim is used around the top of the wall. Cabinets of knotty pine are fitted with black hardware. The floor is pegged just as it is throughout the house. The tile dressing table is yellow and the mirror is recessed in the wall and

flanked with lights for perfect illumination.

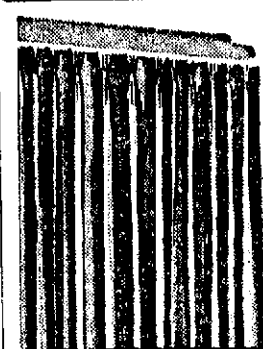
IN THE master bedroom the head of the bed fits into a recess in the wall. Windows above the headboard are hung with draw casement curtains and ruffled, white curtains. The walls are papered with an autumn pattern of flowers and leaves on a brown background.

The closet in the master bedroom opens into the entrance hall as well as into this room. Closets and cabinets are of knotty pine and floors are pegged.

The ceiling and one wall of the guest room are papered with an unusual pattern of red, green and white. The other three walls are painted a blue green color taken from the wallpaper. A dado is of knotty pine.



Pegged hardwood floors are laid throughout the house. Two of the walls are papered in a provincial pattern.



Nevin's have all the latest types of interesting casement cloths for your large view windows.

- FOR MODERN
- 18TH CENTURY
- PROVINCIAL

Traverse arrangements for the most difficult windows.

3836 ATLANTIC PH. 4-4771

Early American Mood



One wall of Newman bedroom is draped with the same fabric used for bedspreads on the twin beds. The tops of the spreads are attractively quilted.

(Continued From Page 9.)

the dining room because these two areas are so closely related. A Chinese hooked rug covers the floor in the dining room. A brass lamp hangs from the ceiling.

In the master bedroom one wall has been dramatically draped to conceal two windows. These draperies are on traverse tracks and are headed by a pinch-pleated valance of the same fabric. Bed spreads on the twin beds attached to one headboard are of the same provincial print.

WOODS IN this bedroom are finished in the same pleasing honey color as those in the living room. The beds, although they are twins are attached to the same headboard and are mounted on casters and may be pulled apart easily for making. The scalloped moulding details of the headboard is typically provincial in its styling. Net shades grace the figure lamps on either side of the bed.

Mr. and Mrs. chests are attached by a row of narrow drawers down the middle. This piece is finished to match the headboard and the bedside table. A Chinese hooked rug covers the floor.

In the second bedroom Mrs. Newman has set up her ceramics work shop. Wardrobes are fitted with shelves for her unfinished ceramic figures and other projects. A kiln stands in the corner. Her sewing machine is also kept here. A studio couch is covered with bright plaid and draperies are of harmonizing colors.

BREAKFAST NOOKS

AS LOW AS \$5700

Table Extra
CITY WIDE SERVICE
Custom-Built
Direct From
Manufacturer

Phone LONG Beach 40-3416

FHA TERMS LOW AS 10% DOWN FREE ESTIMATES

Jenkins Brothers
PHONE: AN 1-6146 • 4811 E. OLYMPIC

BEFORE YOU BUY...

modern furniture

YOU MUST VISIT...

Complete Decorator Service

LOYDS of Long Beach
5874 ATLANTIC • Adjoining Atlantic Theatre • PHONE 2-1278
OPEN MON. & FRI. EVENINGS 'TIL 9

Sunday, October 29, 1950

- ★ **• Largest Carpet Dept.**
In The Harbor Area
- **Largest Selection**
- **Best Prices**

SEE US BEFORE YOU BUY!

OPEN MONDAY AND
FRIDAY UNTIL 9 P. M.

FREE PARKING
In Rear of Store

CARL'S FOR CARPET
AND FURNITURE

TELEPHONE 7-7457

1250 EAST PACIFIC COAST HWY.

Save **\$5⁰⁰** sq. yd.

1600 Square Yards All-Wool

WILTON BROADLOOM

Special... 9⁹⁵
sq. yd.

Very Special

We purchased this carpet just before four price increases. When you see it you'll realize that here is a textured yarn carpet that will wear well through the years. Fine imported all-wool yarns and perfect weaving resist footprints and hard usage. Remember, only 1600 square yards . . . that's all!

12 FT. WIDTHS. COLORS: BEIGE, GREY, ROSE

SPECIAL 9⁹⁵
sq. yd.

CARL'S FOR CARPET
AND FURNITURE

1250 East Pacific Coast Hwy.

Phone 7-7457

Free Parking Rear of Store. Open Monday and Friday Evenings Until 9 P. M.

Realtors Elect

THE ANNUAL election of directors of the Board of Realtors will be held Tuesday morning at the weekly breakfast meeting of the organization. It was announced yesterday by Lewis K. Cox. Polls will be open from 7:30 to 8:45 a. m.

Nominees are Bill Barbee, Jay M. Clayton, W. G. Gaede, Glen Gerken, George D. Jones, Charles Kendall, James Odegaard, I. N. Page, James Tolbert and W. W. Woestman.

Four directors, each to serve three years, will be chosen from this group. They will succeed retiring directors Winnie Cross, L. D. Tolbert, Fabe Blackman and E. C. Roswurm.

Election judges will be H. A. Murray and Frank F. Merriam. Cox announced.

The incoming quartet will meet with the eight hold-over directors on Nov. 6 to select

a president, first and second vice presidents, and a treasurer.

Those whose terms have not expired are Cox, John Bohan, Herschel Hart, Clive Graham, James Edmonds Jr., Wesley Sutton, William Zoeller and Rush Green.

New officers and directors will assume their duties Jan. 1. Formal installation will take place at the annual banquet Jan. 12.

Planters

Interior planting areas for both single-family homes and commercial buildings are gaining rapid favor in Southern California reports C. P. Middlebrook, secretary, Builders' Control Service, Inc. Inside planting areas were reported becoming a feature in some GI tract homes.



Eighteenth Century decor marks this living room of a model home in the new Carson Gardens section of Lakewood Park. Others are furnished in modern and early California fiesta themes. The May Co. decorating studio handled all three.

Lakewood Park Schedule, Terms Remain Unchanged

SHARP changes in the national market for new homes, resulting from credit restrictions and dislocations in supplies of materials, have not affected current sales terms of the construction program at Lakewood Park, it was announced yesterday.

Officials of the \$250,000,000 planned community on the edge of Long Beach said that Lakewood Park had a large number of homes under construction and registered with government officials prior to the deadline for imposition of credit restrictions. Therefore there still are plenty of new houses available to veterans at no down payment

and at monthly terms from \$44, excluding taxes, they reported. "Despite fluctuations in supplies of materials, the long-range planning of Lakewood Park has been accompanied by sufficiently large inventories for continued smooth construction schedules," officials said.

"This does not imply that Lakewood Park has an inexhaustible supply of no-down-payment houses or that prices may not later be obliged to react to increasing costs of labor and certain materials.

"Persons thinking of buying should consider that the best analysts of the markets believe home-building will be cut by 30 to 50 per cent. That means it may be increasingly difficult to buy new homes in coming months. Certainly those persons buying now will be protected both against declining construction and increasing prices," the spokesman said.

The Carson Gardens branch office on Carson St. and Woodruff Ave. last week reported that visitors to the newly opened 1440-unit development are continuing in large numbers.

The two-bedroom and three-bedroom homes are well advanced in construction and landscaping, with purchasers given occupancy immediately after close of escrow.

Cabinet Door

A double-hinged door which can open fully and fold back for kitchen corner cabinets makes that shelf space more convenient. The usual upright post can be eliminated, and the structural support provided by horizontal braces under the shelves and the counter top.

Blue Cross

THE BLUE CROSS plan of group insurance will be discussed for the Board of Realtors Tuesday morning at the weekly breakfast meeting in the Wilton Hotel.

Herschel Hart, program chairman, said the speaker will be P. Robert LeBarthe, Blue Cross representative. His talk will be followed by a question-and-answer period.

The group insurance study committee of the board has recommended this plan as best adapted to the organization. Members of the committee are John T. Webster, Bob Taylor and Wesley Sutton.

"WE INSPECTED THEM ALL" BUT WE'RE BUYING A HOME IN THE LAKEWOOD UNIVERSITY DISTRICT

SOUTH OF CARSON ST.

Vets and Non-Vets Here's Why! LAKEWOOD UNIVERSITY DISTRICT FINER HOMES LAKEWOOD UNIVERSITY DISTRICT ESTABLISHED COMMUNITY LAKEWOOD UNIVERSITY DISTRICT PRIDE OF OWNERSHIP LAKEWOOD UNIVERSITY DISTRICT ASSURED HOME VALUES It's A Better place to live

Walker & Lee, Inc. Realtors CARSON AT BELFLOWER PHONE 5-1214 OR NEVADA 6-1901

Realty and Building

Everett Purcell, Editor

Dwelling Projects Steady

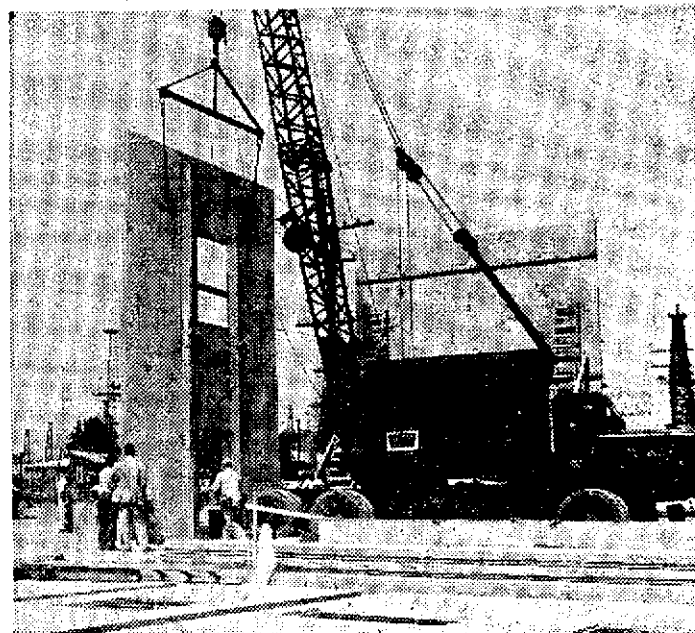
THE flow of private residential projects through the city building department maintained the steady pace of recent months, it was reported Friday.

Among the larger homes whose plans were processed by department engineers was a six-room residence for Max M. Levine at 1031 Burlinghall Dr. Russell S. Best is the contractor. Designer is Victor E. Siebert, A. I. A.

Blueprints call for beamed ceiling in the living room, two bedrooms, den and covered porch off the rear of the living room. Exterior of the 2314-square-foot house is redwood siding with wood shingle roof.

Roy C. Kimmel is owner-builder of a 1700-square-foot residence at 2645 Daisy Ave. The five-room building includes two bedrooms, den off the living room, kitchen and nook.

Exterior is stucco with stone planters. Garage is detached. Fritz Boehm submitted plans for a six-room house at 4135 Chestnut Ave. The 1631-square-foot house features an 18x18-foot activity room adjacent to the living room. There will be two bedrooms, dining room, kitchen and nook. George W. Weeks is contractor.



Pre-cast walls of concrete, reinforced with steel, were tilted into place by large cranes for construction of the Beach City Chevrolet Company's new quarters at 3001 E. Pacific Coast Hwy. Other walls are lying in the foreground. Buttress & McClellan are contractors for the L-shaped, 180-foot by 122-foot project. Completion is expected in December.

New FHA Rules

THE Long Beach office of the Federal Housing Administration has received copies of amendments to FHA administrative rules which were made to conform with the recent Regulation X of the Federal Reserve System, according to H. V. Davidson, director of FHA for Long Beach.

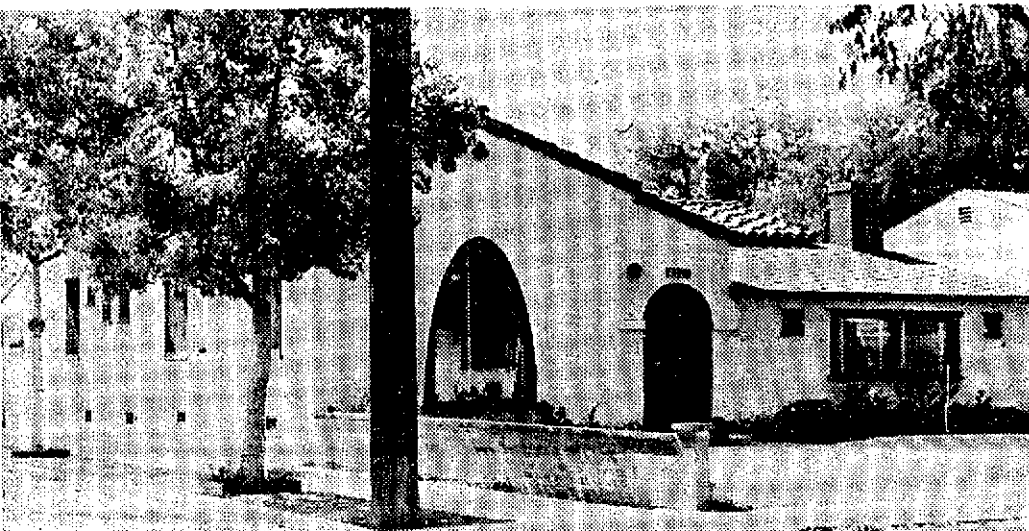
"These amendments," he said, "affect the eligibility requirements under all FHA loan insurance plans governing the purchase of one-and two-family dwellings."

"Generally speaking," Davidson continued, "larger equities or down payments are required, and the maximum maturity of the loan is reduced from 30 to 20 years in most instances, but the maximum mortgage which the FHA may insure on a single-family dwelling remains at \$14,000, regardless of the purchase price."

"Applications for mortgage insurance received on and after Oct. 12, 1950, covering properties upon which there is located or to be located a single-family or two-family residence shall not be eligible for FHA insurance of a mortgage unless the purchaser establishes that he has paid on account not less than the amount of required down payment prescribed by Regulation X of the Federal Reserve Board."

"A study of the recent regulations has indicated that the curbs of the recent Regulation X are not as severe as those which became effective on July 19 and which have now been removed."

"Interest rate at 4 1/4 per cent, plus 1 per cent FHA mortgage insurance premium remain unchanged," Davidson concluded.



Leading multiple listing sale of the week was this home at 8101 Gundry Ave., according to the Board of Realtors. Carman A. and Ethel L. Tisdale were the owners. Buyers are James E. and Geneva M. Wagner. Co-operating in the sale were Ruth Lindquist and the Wiand Realty Co.

Multiple Listing Service to Get Special Boost

NOVEMBER will be "multiple listing month" for the Board of Realtors, it was announced last week by Sherrill Muntz, chairman of the multiple listing committee.

The service itself, choice listings and outstanding sales will be publicized. Each member of the board will be requested to submit at least one listing during the period, Muntz said.

"Multiple listing is primarily an attempt to expedite sales through co-operative action," the chairman commented. "By making real estate more readily liquid, the public will be attracted more strongly to realty investments."

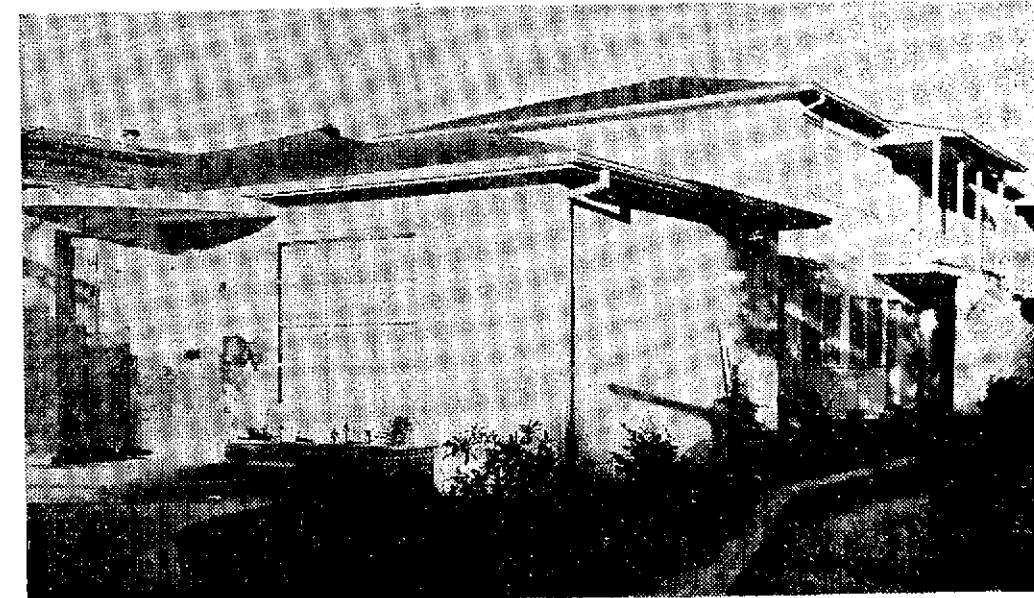
The multiple listing service has a definite place in this community as a major factor in real estate sales, Muntz continued. On the average, 75 to 100 inspected and evaluated listings are distributed each week to more than 400 realtors. At least half of those sold are handled through co-operation of the listing broker with other realtors and their offices, he added.

"The owner of the property deals only with the listing broker, yet he has the co-operation

of a tremendous sales staff through the multiple listing service," Muntz said.

Listings are inspected by an evaluating committee of the

board. After grading, the listings are distributed to the members with a picture of the property on the back of the descriptive card.



Recently completed at 1432 Chestnut Ave. is this seven-unit apartment house owned by Mr. and Mrs. James R. Eddleston. Doorway at left leads to the two-bedroom home of the owners. At right are six one-bedroom apartments. All are equipped with garbage disposers, electric kitchen fans, and Venetian blinds. Floors are hardwood. The building is insulated between floors and walls. Robin A. Graves, engineer, planned the project. Contractor was C. W. Haynes.

Redwood

Gaining favor is redwood for exterior trim and siding in GI tracts and for custom designed homes, not only in Southern California but in eastern and southern states, according to the research department of Builders' Control Service, Inc.

Dog-and-Cat Hospital

DR. D. K. COLLINS has filed plans in the city building department for a dog and cat hospital at 651 W. 15th St. Occupying 1520 square feet, the structure will be of masonry with composition roof.

Blueprints call for a reception room, doctor's office, attendant's room, examination room, operating room, three

wards, X-ray room, dispensary, kitchen, tub and drying table. Paul J. Prout, A. I. A., designed the project.

Value Gains

Value of new private residential building in August was estimated at \$1,250,000,000, or 60 per cent above August, 1949.

METAL WALL TILE
MODERNIZE...now!
with WONDERFUL DURATILE!

ECONOMY BEAUTY SERVICE

Beautify and Protect Your BATHROOM, SHOWER, KITCHEN Water-proof, Rust-proof, Chip-proof

INSTALLED As Low as including all materials 110 sq. ft.	DO IT YOURSELF Includes Tile, Trim and Mastic 59¢ sq. ft.
---	---

We Invite You to Visit Our Display Room
ASPHALT FLOOR TILE — RUBBER FLOOR TILE
FREE ESTIMATES GLADLY GIVEN
FHA Title I Financing—Up to 30 Months to Pay

DURATILE ASSOCIATES
723 E. PACIFIC COAST HIGHWAY PHONE 7-1237

Thousands Cheer
New Personality Homes

Los Altos Manor
in the Long Beach-Lakewood Area

Anyway YOU Look — Inside & Out — it's the Home of the Year

Here YOU See Quality of Design — for ALL the Family — Design at its Best — Beautifully, Liberally Priced to fit practically any budget

See the CAMPUS Model
Cheerfully Furnished by Aaron Schultz, Long Beach

Only here in Los Altos Manor will YOU Discover in these FHA homes such a Distinctive Variety of Features as:

- Etchedwood Interior Walls
- Redwood Interior Panelled Walls
- Redwood Bookcases
- Glass Shower Doors
- Kitchen Exhaust Fan
- Front, Rear Door Chimes
- "Glide-All" Wardrobe floor-to-ceiling doors
- Pegged Plank Hardwood Floor Finish
- Real Fireplace with Gas Log Lighter
- Tile Kitchen Counters
- Washable Interior Finish
- Masonry Planting Boxes
- Solid Brass or Chrome Plated Cabinet Fixtures
- Electric Lighted House Numbers
- Steel Window Siding
- Stucco, redwood siding, "Predip" shingle exterior finish
- Parkway Trees, etc., etc.

Your Date Today is at
Los Altos Manor
Heart of New University District

Office:
2269 Bellflower Blvd.
Phone L. 8. 9-3376

L. S. WHALEY
DEVELOPER

Walker & Lee, Inc.
Sales Agent
Phone L. 8. 5-1214
NEVADA 6-1901

AUSTIN D. STURTEVANT
BUILDER

THE SIERRA GARAGE
BUILT TO LAST BY LEE WHOLESALE \$459

GARAGE SPECIALISTS

CARL A. PLUNKETT
State Licensed Contractor
8015 E. 14th St., Bellflower
Phone TOrrey 7-6085 or 7-8998

18x20 Stucco—FHA Terms
Compo roll roof, window and door optional. 20-mile limit this price.



Paneled wall and fireplace in living room of Los Altos Manor model has won compliments of visitors to newly opened development at Bellflower Blvd. and Stearns St. Model, furnished by Aaron Schultz, has two bedrooms.

Manor Sales Pass Half Million Mark Quickly

SALES of two-and three-bedroom FHA homes in the Manor unit of Los Altos Community in the heart of the New University District are at the \$500,000 mark, reported Walker & Lee, Inc., sales agents.

The Manor, located on Bellflower Blvd., at Stearns St., one mile north of the Long Beach Veterans Hospital, staged its formal opening last week end, with 5000 attending the event.

On hand to greet the visitors

were Lloyd S. Whaley, developer; the builder, Austin D. Sturtevant, Robert Walker and DeWitt Lee.

The Campus Model, furnished in the Provincial manner by Aaron Schultz of Long Beach, is a current center of attraction for visitors. Six other models are being rushed to completion on Bellflower Blvd., and are set for formal openings at an early date.

Walker & Lee announced that the Campus will remain open evenings until further notice because of the larger number of persons who, during the opening week, inspected the model after sundown.

New Stores

A four-unit commercial building will be constructed by William M. Ryals at 486-490 W. Willow St., according to plans filed last week in the city building department.

Hedden & Shelley, engineers, prepared the plans. The 4500-square-foot structure will house three large stores and a small flower shop. Parapet will be stucco with terrazzo trim around the large show windows.

Realtors Asked to Push No. 10

AN APPEAL to all members of the Board of Realtors to work for the passage of Proposition 10 at the Nov. 7 general election was issued yesterday by Rush Green, chairman of the realtors' committee supporting the measure.

Green predicted passage of the measure if all voters can be reached with "the simple fact that Proposition 10 gives them the opportunity to pass upon projects for which they must pay."

The chairman announced appointment of chairmen to carry on the campaign in 11 districts of the city. A speakers' committee also has been formed to talk on the proposition at meetings of various organizations.

"It has been disclosed that the director of the Kern County Housing Authority has ordered employees to donate from 3 per cent to 5 per cent of their salaries to help pay the cost of what he termed 'one of the best professional agencies' to conduct the program against Proposition 10," Green said.

"In addition, the housing authorities are using public money to print and distribute misleading literature attacking Proposition 10," he added. "The least realtors can do to protect their communities and home-owners from high-handed bureaucratic tampering with housing is to get out and tell the public the truth."

The district chairmen are: 1. Joe Hill; 2. Carl Shank; 3. E. C. Roswurm; 4. Arnold Berg; 5. I. N. Page; 6. Harold Steele; 7. John Reed and Vaughn McCray; 8. Peter Plain; 9. Clive Graham; 10. Neal Tuttle; 11. George W. Taylor.

The speakers' committee includes Morris Holmquist, Max Livoni, Clarice Mhoon, E. T. Moore, Herschel Hart, James G. Garth and L. D. Tolbert.

50,000 Monthly

Homes purchased by war veterans under their loan privileges average about 50,000 per month.



Architect's sketch of large new office building under construction at 4310 Atlantic Ave. is shown here. Owners and builders are Stivers Brothers, Swanson-Burgess & Co., leasing agents, announced the ground floor will be occupied by medical and dental suites and the upstairs by offices.

Belmont Heights Site of Duplexes

BLUEPRINTS for two duplex dwellings in Belmont Heights are being checked by city building department engineers prior to issuance of a construction permit.

M. Cowton and Mrs. E. Ralph Clarke filed application for authority to build a 3606-square-foot structure at 275 Belmont

Ave. James A. Pine is the contractor.

Each unit has two bedrooms, living room and dining area. A paved interior patio, shared by the living room of one apartment and the dining room of the other, is a feature of the plan. Each unit has its own attached garage. Exterior is

stucco and redwood siding with cedar shingle roof.

Mr. and Mrs. Nelson Van Houten submitted plans for a 2000-square-foot duplex at 310-12 Newport Ave. Design is by Hugh Gibbs, A. I. A. Carl Brooks is the contractor.

One apartment has two bedrooms and the other has one. Exterior of the building is stucco with composition roof.

County Building Drops

LOS ANGELES COUNTY'S building boom dropped from its record-setting pace last month but still maintained strong momentum as 45 cities and the unincorporated area issued \$68,580,777 worth of permits, according to the Los Angeles Chamber of Commerce.

Long Beach, with \$3,128,850, was second to the Los Angeles total of \$29,196,311. The latter figure includes Eagle Rock, Van Nuys, San Pedro (\$1,525,328), Venice and West Los Angeles.

Other cities in this area and their permit valuations are: Avalon, \$2200; Compton, \$551,012; Gardena, \$116,210; Lynwood, \$525,239; Palms Verdes Estates, \$233,300; Signal Hill, \$18,078; and Torrance, \$905,505.

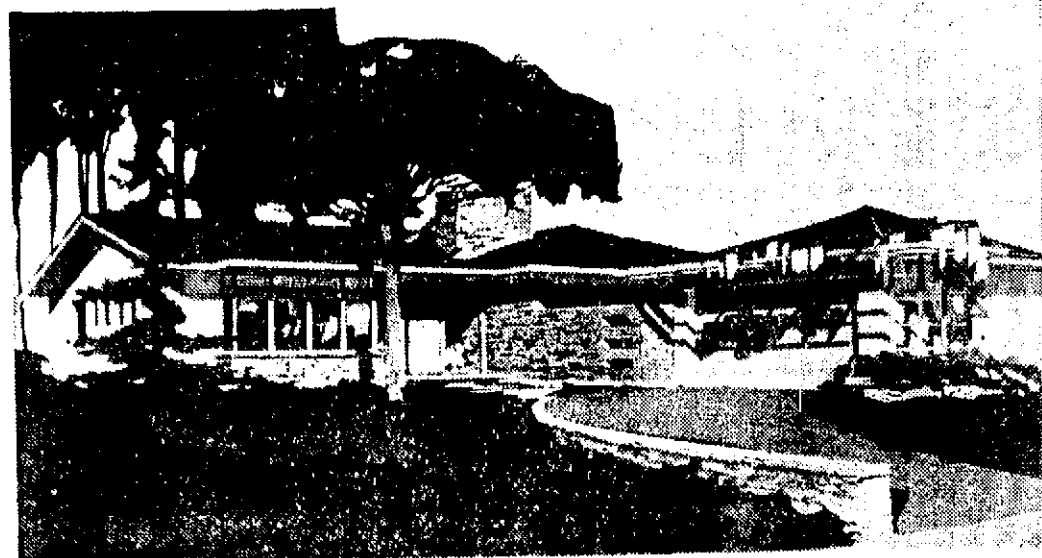
The nine-month total for the county was boosted to \$772,539,843 in September, according to Chairman S. B. Barnes of the

chamber's construction industries committee. Effects of credit restrictions and material allocations were felt for the first time during September.

The month's total was \$24,000,000 less than the \$92,632,868 of August, but was up more than \$3,000,000 from the \$65,451,190 of September a year ago.

And permit valuations for the first nine months of this year are more than \$240,000,000 greater than for the corresponding time a year ago and 13 per cent better than for the first three quarters of 1948—the record year.

"Within the remaining three months of the year it seems certain that the 1948 building record of \$859,778,274 will be surpassed," Barnes said, "but the new record will not reach the billion-dollar mark as expected before the Korean crisis."



Seven trees on the lot purchased by Dr. and Mrs. Donald Bussey at 1430 Ramillo Ave. dictated the planning of their home. Under construction, the house will have master bedroom, living room and dining room overlooking a rear garden. A small garden is off the den just behind the garage. The residence was designed by Thomas J. Russell, A. I. A.

'Cal-Vet' Loan System Believed Not Hit by U. S. Curbs on Credit

THE new mortgage credit restrictions imposed by the federal government will have little or no effect on the "Cal-Vet" plan even if it is finally determined that the curbs do apply to the state's low-interest financing program. State Director of Veterans Affairs D. J. Callaghan Jr. said today.

"There is good reason to believe that the federal controls may not cover the California program," Callaghan said. "Technically, the state does not make a 'home loan' to a veteran. The Department of Veterans Affairs acquires title to the property, and resells it to the veteran on a purchase contract. This differs from the usual mortgage procedure, under which the individual retains title."

"In actual practice," Callaghan explained, "the state requirements as to down payment work out to about the same as those recently decreed

by the federal government. For example, the most we can advance to a veteran on a home is \$7500. In the case of a \$9000 home, the veteran would have to have \$1500 in cash or in equity in the property. Under the new government rules, he would need \$1000, anyhow."

State law requires a down payment of at least 5 per cent on a home under the "Cal-Vet" plan, unless the veteran already has an equity in the property amounting to at least 10 per cent of its appraised valuation.

Callaghan said he "would not be surprised" if the federal regulations led to an increase in applications for state financing, because of the more advantageous terms of the latter. Interest on contracts is currently 3 per cent. In addition, the veteran benefits by a substantial saving on his fire insurance and by a low-cost home protection plan of life insurance which guarantees his surviving dependents clear title to the

property if he dies before the contract is paid in full. "Many veterans have used the GI or FHA loans first because of their low down payment feature," he explained. "Now, with that advantage curtailed, they are more likely to turn to the state plan with its low rate of interest."

During September, the Department of Veterans Affairs advanced a total of \$5,794,746 to 812 veterans for purchase of farms and homes. In 701 cases the veterans were purchasing existing homes, and in 105 cases the money was advanced under a progress payment plan for construction of a new home. The other six purchases involved farms.

To be eligible for the "Cal-Vet" program, a veteran must have been born in California or must have been a resident of this state at the time he entered military service, and he must have served during either World War I or World War II.

THE 250 MILLION DOLLAR PLANNED COMMUNITY

LAKEWOOD PARK.....

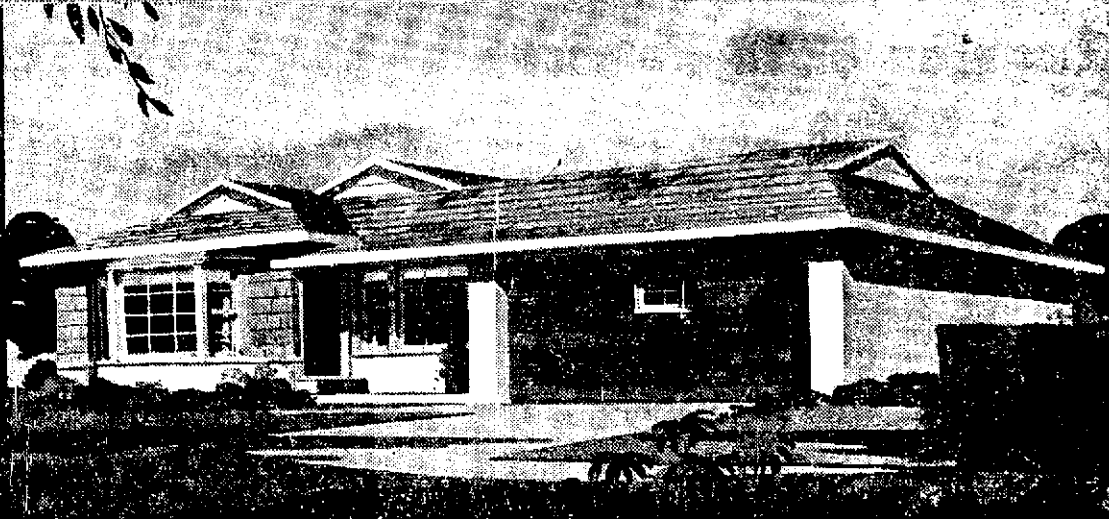


VETERANS!
Don't be confused by what you've read or heard
No Down Payment at LAKEWOOD PARK!

BUT YOU CAN'T DELAY!

Homes are available only because they were started or authorized before new credit restrictions. That's why Lakewood Park has the right to offer you custom-quality 2 and 3 bedroom homes with no down payment... WHILE THEY LAST!

NEW UNIT IN
Carson Gardens
SECTION OPEN
SATURDAY, OCTOBER 28
CARSON ST. AT WOODRUFF AVE.
(Just one mile East of Lakewood Blvd.)



447 additional homes in Carson Gardens now available. Come and see model homes furnished by May Co. decorators. Check famous Lakewood Park features: Stainless steel drainboards and counters, Waste King pulverators, extra thick hardwood floors, ornamental Electrolux street lights, and many, many others. All Carson Gardens homes include velvety green front and side lawns and shrubbery.

2-bedroom homes
\$44
A MONTH
everything included except taxes

3-bedroom homes
\$50
A MONTH
everything included except taxes

And for your Lakewood Park Home with no down payment:
Norge 8 cu. ft. Refrigerator about 3¢ a day, Bendix Economat Automatic Washer only 2½¢ a day

COME OUT TODAY... TONIGHT... OPEN TILL 10 P. M.

LAKEWOOD Park

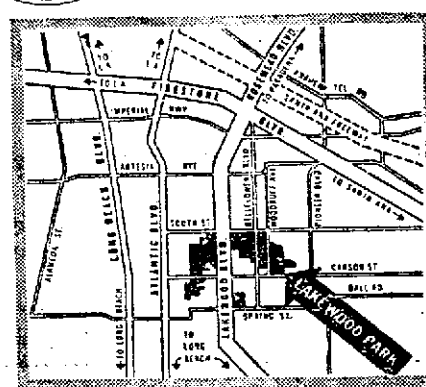
THE 250 MILLION DOLLAR PLANNED COMMUNITY
SALES OFFICE: 5327 Lakewood Blvd.—below South St. • Also Carson St. at Woodruff Ave.
Open 9 a.m. to 10 p.m. every day

Drive to the Tower

For further information call NEVADA 6-4684



Bring the children! Park them in our new playground... where they can play under adult supervision.



EASY TO GET TO! From downtown Los Angeles drive east on Manchester and Firestone Boulevard to Lakewood Boulevard. Turn right and continue to South Street. Watch for the giant billboards... and the Tower

OPEN MONDAY AND FRIDAY 12:30 NOON TO 9:15 . . . OTHER DAYS 9:30 TO 5:30



ANNUAL Floor Covering SALE!

LOWEST PRICES of the YEAR!

Save \$20! Discontinued Patterns Sale! Reg. 69.95 9x12 RUGS



Now **49⁹⁵** Only **\$5 Down**
Sears Easy Terms Usual Carrying Charge

Here is a chance for you to dress up your home in new rug beauty at an extremely low price! Put these perfect quality wool rugs on your floors, notice the instant new glamour of your rooms! Perfect quality all-wool rugs in popular 9x12-foot size. Five lovely colors.

Win a Needlepoint Type Hooked Rug

Beautiful all-wool imported \$100 value Needlepoint-type hooked rug. Size 9x12! Your choice! Many patterns! No obligation! Sign card in Rug Department! You may be the lucky person!

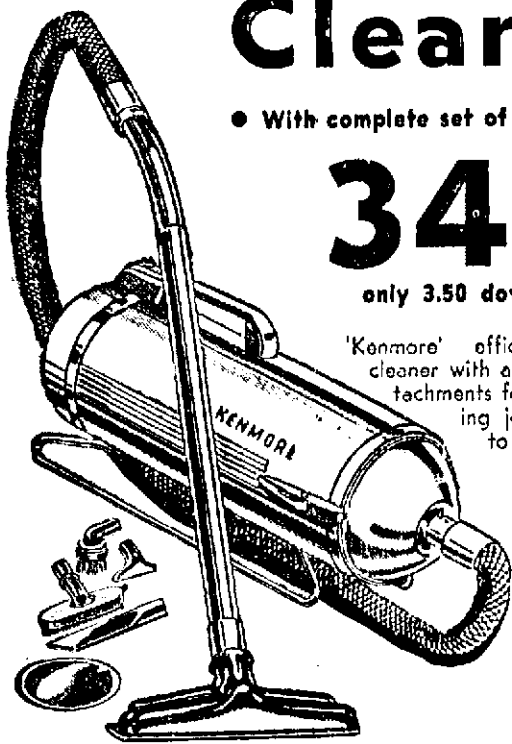
The Long Beach Junior Chamber of Commerce says VOTE AS YOU PLEASE, BUT PLEASE VOTE . . . WISELY! Study the issues! Be ready!

Regular 52.75 Kenmore Cleaner

• With complete set of attachments

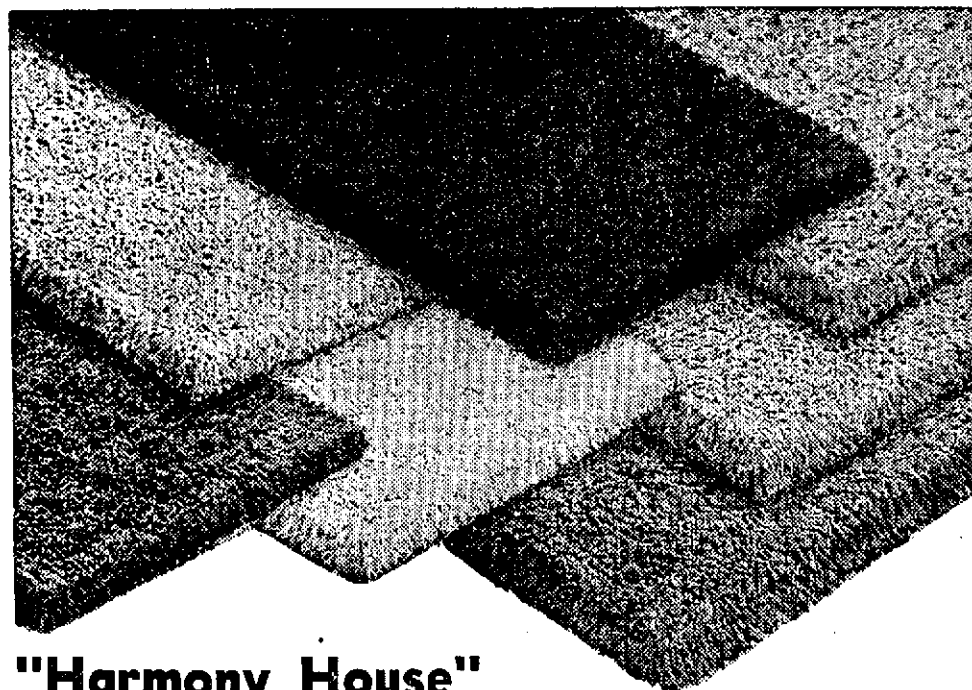
34⁹⁵ with old cleaner
only 3.50 down

'Kenmore' efficient vacuum cleaner with a full set of attachments for every cleaning job from cellar to attic, floor to ceiling. With 1/4 H. P. motor.



Clip this coupon and mail it to:
Sears, Roebuck and Co.,
450 American Ave., Long Beach, California
Please send me additional information about the 'Kenmore' Vacuum Cleaner.

Name..... Zone.....
Street..... City.....



"Harmony House"

Loop Cotton Rugs

Regular 2.44
24x36-in. Size

1.98

Washable rugs of all new fluffy cotton, a practical added color charm for any room! With non-slip backs for protection. Fast colors, too! Scatter beauty throughout your home!

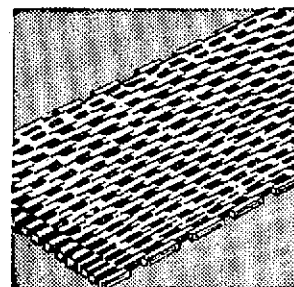
Reg. 3.59, size 24x45...**3.39**

Reg. 5.95, size 30x54...**5.49**

Reg. 10.95, size 4x6...**9.95**

Reg. 24.95, size 6x9...**21.95**

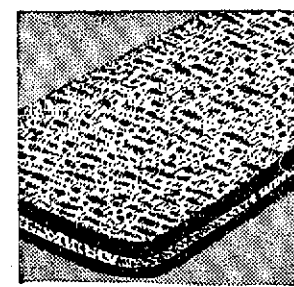
Reg. 49.95, size 9x12...**39.95**



Link Rubber Mats

77c

Regular 98c! Hard rubber treads on rust-resistant steel wire frame. Easy to clean. About 14x21 inches.



14x24 Cocoa Mats

1.66

1.98 value! Thick, tough cocoa fibers that clean shoes like a wire brush. 16x27-inch, 2.59; 18x30-inch, 2.98.



Reg. 1.25
INLAID

LINOLEUM

99¢

Choose from smart marbled patterns, easy to keep clean and glossy, in colors suitable for any room. Felt back, needs no extra lining. You save 1.26 square yard!

Open Monday and Friday 12:30 to 9:15; Other Days, 9:30 to 5:30

"Satisfaction guaranteed or your money back" SEARS

AMERICAN at FIFTH
PARK FREE PHONE 6-9721